$10.00

You ought to be in Rochester

NEW YORK

1984 ROCHESTER 150 OUR SPIRIT SHOWS

Rochester leads the list in quality of life...
and who sets the taste levels here? Sibley's and you, of course.

SPECIALIZING IN QUALITY FOR 150 YEARS

We welcome you to our celebration of 150 years of progress!

Rochester was chartered as a city in New York State in 1834. Our history and tradition demonstrate a dedication to quality and continuous achievement.

1984 is our Sesquicentennial year. We can mark our accomplishments in business, health, education, and culture, and in our overall quality of life.

It's sometimes difficult to assess quality of life. However, the Rochester Area Chamber of Commerce commissioned the Center for Governmental Research to evaluate Rochester and its area in comparison with other major metropolitan areas with populations in excess of 500,000.

The Center's study showed Rochester to be number one in overall quality of life in relation to 14 comparable U.S. cities. The characteristics reviewed included education, citizen awareness, medical care, crime, quality of work force, income and wealth, degree of poverty, cost of living, and weather.

Rochester and its surrounding area did not reach this high degree of excellence overnight. Rather, it has worked toward this achievement throughout the 150 years.

What follows is a description of what the Rochester area has to offer residents, visitors, and those who may be interested in our area as one best suited for professional and business aspirations, quality education, and living.

This publication has been made possible by the many advertisers whose names appear in it. Their support and interest are greatly appreciated by the Rochester Area Chamber of Commerce, the City of Rochester, and Rochester 150, Inc.

Meanwhile, let us all enjoy our 150 years of progress. We invite you to become contributing partners in our work and toward greater achievement in the years ahead.

Sincerely,

Walter A. Fallon
Chairman of the Board
Rochester Area Chamber of Commerce

Thomas T. Mooney
President
Rochester Area Chamber of Commerce

Thomas P. Ryan, Jr.
Mayor
City of Rochester

Edward P. Curtis
Chairman
Rochester 150, Inc.

Waterfall on the Genesee River, which passes through Rochester

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About the cover: The Rochester Area Chamber of Commerce is pleased to acknowledge the City of Rochester and Rochester 150, Inc. during this landmark year. This "Portrait of the City" is a product of Sesquicentennial Portrait Night, September 23, 1983, and was taken by Norm Kerr of Eastman Kodak Company

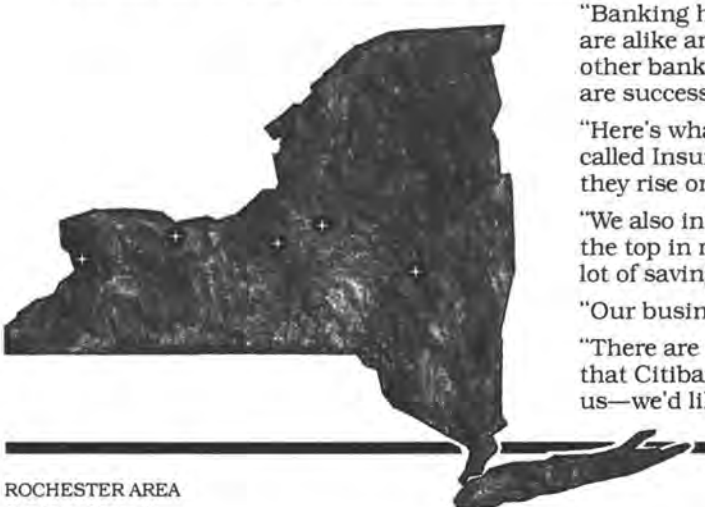
DANIEL A. SAKLAD
PRESIDENT
CITIBANK (NYS) N.A.

"Why I moved to Rochester."

"I've lived in Boston, New York, St. Louis, Hong Kong...lots of interesting cities...but the chance to move to Rochester was very exciting to me.

"Rochester is one of the Northeast's great cities—vibrant, energetic, economically stable. It has excellent schools and universities, arts and culture, plus a wide range of recreational opportunities. Rochester's small enough to be friendly, and it's a great place to raise a family.

"It's also the headquarters for one of the most innovative banks in the United States...Citibank New York State.



"Banking has changed a lot in the last two years. No two banks are alike anymore, and it's my job to see that 'Citibank goes other banks one better.' That's not just a slogan...it's the way we are successful with consumers.

"Here's what I mean. Last year we developed an investment called Insured CitiFunds that lets you beat the rates whether they rise or fall.

"We also introduced a new mortgage program that's put us near the top in mortgage lending in Upstate New York...including a lot of savings banks.

"Our business is to be flexible—to provide the services **you** need.

"There are lots of good reasons to move to Rochester. I believe that Citibank is one of them. If you're new in town, call or visit us—we'd like to help you get established."

ROCHESTER AREA

155 East Main St.
(716) 546-0506

1 North Main St.
Honeoye Falls
(716) 624-3600

Buffalo and Pixley Rds.
(716) 247-0160

Hudson Ave. and Titus Ave.
(716) 544-0250

*851 Fairport Road
(716) 385-3219

*2655 E. Henrietta Rd.
(716) 334-1482

*625 Panorama Trail
(716) 586-1872

3855 Dewey Ave.
(716) 865-7430

*2275 Ridge Road West
(716) 225-6594

*3330 Monroe Ave.
(716) 586-8953

*6707 Pittsford-Palmyra Rd.
(716) 223-5638

*2255 Ridge East
(716) 342-6462

*Citicard Banking Centers

CITIBANK

Member F.D.I.C. Citibank (New York State), N.A.

We go other banks ONE better

THE ADVANTAGES OF LOCATION

Rochester and its immediate area is a major high-technology industrial community. It is also an educational and cultural center in the western portion of New York State.

Centered in a verdant, productive, and easily accessible area of the Northeast, greater Rochester provides an economic bridge to Washington, New York, Toronto, Philadelphia, Montreal, Pittsburgh, Detroit, Cleveland, Boston, and Baltimore. The Rochester area is situated within a 400-mile radius that includes 12 Northeastern states and the two most populous provinces of neighboring Canada, reaching out to more than 80 million people, more than one third of the nation's total population.

Rochester hugs the southern shore of Lake Ontario, offering easy access to New York State's fabled Finger Lakes, the Thousand Islands country, and the north country of the Adirondacks. Its Standard Metropolitan Statistical Area (SMSA) includes the counties of Monroe, of which it is the seat, Ontario, Livingston, Orleans, and Wayne. They are rich in farmland, abundant producers of fruits and produce and grain. They abound in lovely, historic villages that occupy some of the most splendid open greenland in all of America.

Northside neighborhoods stand clustered before Rochester's downtown skyline

Our worldwide reputation for quality starts right here in Rochester.

As Champion has grown our markets have grown to include professional and amateur teams in all major sport disciplines all over the world. Champion activewear is becoming as big a success abroad as it is in our U.S. markets, which include college bookstores, fine retail outlets, athletic teams, and major corporations. With over 60 years of developing true athletic styling with the most durable fabrics, the boldest colors, the strongest construction techniques, and the sharpest graphics in the industry, we're proud to build on Rochester's tradition of good business and quality products. That's how we've grown to be a $100 million company. And that's how we'll keep growing.

Champion®

GREATER ROCHESTER IN PROFILE

POPULATION
City—241,539*
County—701,145*
50-mile radius—969,800 (Standard Metropolitan Statistical Area) (SMSA)*
SMSA Trading Area—the counties of Monroe, Livingston, Ontario, Orleans, and Wayne.
*Statistics based on 1980 census

FOUNDED
1803

INCORPORATED
Village of Rochesterville—1817
City of Rochester—1834
Monroe County chartered—1821

AREA
City of Rochester—36 square miles
County of Monroe—675 square miles
SMSA—2,966 square miles

ELEVATION
500 feet above sea level

PRINCIPAL GOVERNMENTS
City of Rochester
Legislative—city council
Executive—city manager, appointed by council; mayor, elected by council

County of Monroe
Legislative—county legislature, president elected by legislature
Executive—county executive, elected by the people at large for the first time in 1983

Towns of Monroe County
Legislative—town councils
Executive—elected supervisors

Brighton
Chili
Clarkson
Gates
Greece
Hamlin
Henrietta
Irondequoit
Mendon
Ogden
Parma
Penfield
Perinton
Pittsford
Riga
Rush
Sweden
Webster
Wheatland

Villages of Monroe County
Legislative—town boards
Executive—elected mayors

Brockport
Churchville
East Rochester
Fairport
Hilton
Honeoye Falls
Pittsford
Scottsville
Spencerport
Webster

UTILITIES
Rochester and Monroe County and the county's towns and villages, with very few exceptions, are served by the

A dramatic sunset silhouettes downtown Rochester

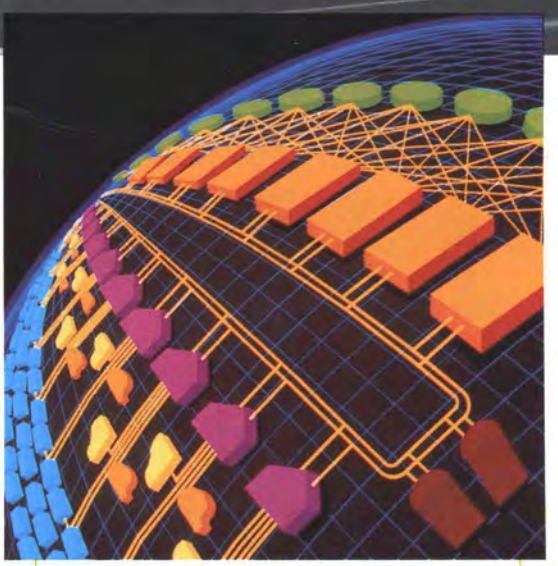
PERPETUALPROCESSING™

What it means to Rochester and what it means to you.

PERPETUALPROCESSING™ Systems are a unique concept from Rochester's own computer company, Computer Consoles, Inc. They assure Computer Consoles' systems users of continuous operation 24 hours a day . . . 365 days a year.

PERPETUALPROCESSING is just one example of CCI's innovative thinking. We're positioning ourselves for major new markets where increased productivity and continuous systems support are a primary concern.

In the past, we've been the leader in providing "fault-tolerant" computer systems for telephone companies. In the future, we'll continue our leading edge with products like our POWER 5™ computer family and our OFFICE POWER™ integrated information system.



That's important to Rochester. And, if you're interested in high-tech employment opportunities with a growing company, it's important to you.

For more information on CCI, write to:

Computer Consoles, Inc.
Industrial Relations Department
97 Humboldt Street
Rochester, New York 14609

CCI
COMPUTER CONSOLES INCORPORATED®

Above: Hot-air balloons afloat in vivid color

Right: You can find almost anything at the Rochester Public Market, including this assortment of peppers

Opposite page, top: Exceptional harbor facilities on the Genesee River

Rochester Gas & Electric Corp., the Rochester Telephone Corp., the City of Rochester Water District, and the Monroe County Water Authority.

HOUSES OF WORSHIP
More than 380 of virtually all religious persuasions

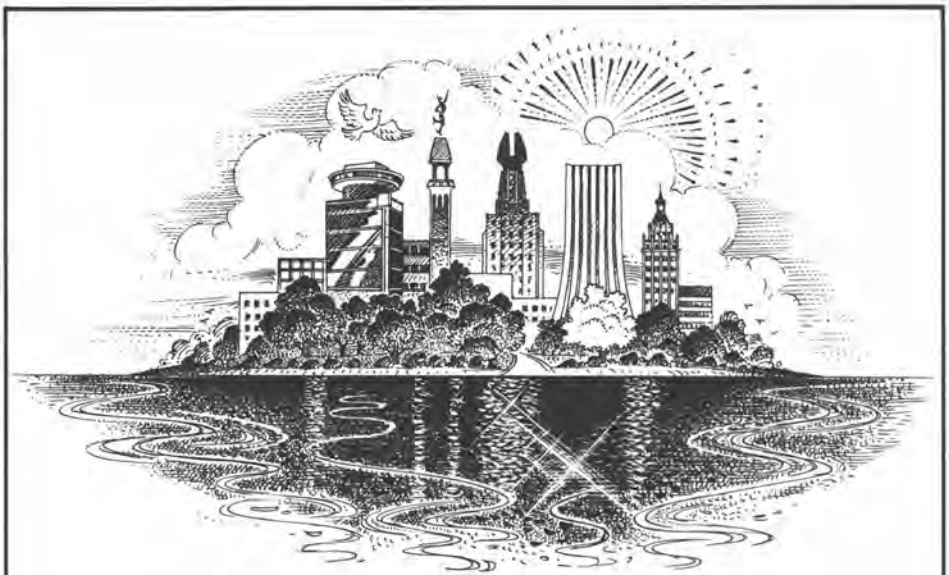
FINANCIAL INSTITUTIONS
20, with approximately 256 branch offices

ANNUAL RETAIL SALES
SMSA—$4.797 billion
Monroe County—$3.506 billion

TAXES
The city and county levy real estate taxes, and the city, town, and village school districts levy school taxes based on assessed valuations of real property.

INDUSTRY
Major industries are photographic and optical goods, dental equipment, check protection and allied devices, communications and electronic equipment, foods, men's apparel, athletic and leisure wear, high vacuum equipment, legal publications, office copiers and allied equipment, printing, lithography, malt and soft drinks, industrial fluid-mixing and gear-cutting equipment, machine tools, process-control and recording instruments, enameled and glass-lined steel tanks, pharmaceuticals, chemical apparatus, medical and hospital equipment.

RECREATION/CULTURE
Nearly 11,000 acres of parkland in Rochester and Monroe County, with tennis courts, baseball diamonds, skating rinks, golf courses, bridle paths, swimming pools, a ski run, and many other facilities. More than 30 golf courses throughout the county. Spectator sports include Rochester teams of the International Baseball, American Hockey, and North American Soccer leagues. 85 bowling centers. Water sports and abundant fishing. Full spectrum of cultural offerings, including museums, art galleries, theater, dance, libraries, opera, and the world-famed Rochester Philharmonic. The facilities and programs of the area's many



Rochester is an oasis for thirsty businesses.

You'll find the water your business needs in Rochester, New York.

We're in the heart of one of the most water-rich regions in the nation. Our section of New York State includes Lake Ontario, the Genesee River, the Barge Canal, the famous Finger Lakes and dozens of smaller lakes, rivers and streams.

We have a complete network of mains to bring you a plentiful supply of clean, clear water—today and in the future. And excellent sewage systems that are easily accessible.

But Rochester has more than a bountiful water supply. We have a superb workforce. Tax incentives. An abundance of available sites. And much more.

Find out why Kodak, Xerox, Sybron and many more companies call Rochester home—and why you'll like it here, too. Write Jack Clawson, Director of Area Development, Rochester Gas & Electric, 89 East Avenue, Rochester, New York 14649. Or call collect (716) 546-2700, ext. 4975.

RGE

colleges and universities enhance the cultural scene.

EDUCATION
City School District—42 elementary, 12 secondary (high) schools.
Catholic school system—51 elementary and seven secondary schools
County School Districts—
85 elementary, 27 secondary schools
Coeducational, nonprofit private schools—The Allendale Columbia School, the Harley School, the Rochester School for the Deaf (prekindergarten through grade 12), the Hillel School, kindergarten through grade 12 and offering general courses and Hebrew language and biblical studies

HIGHER EDUCATION
Facilities include the University of Rochester, the Rochester Institute of Technology, Nazareth College of Rochester, St. John Fisher College, Roberts Wesleyan College, Monroe Community College, the State University Colleges at Brockport and Genesee, the Community College of the Finger Lakes, Empire State College of the State University of New York, and Colgate-Rochester Divinity School-Bexley Hall-Crozer Theological Seminary, which also offers courses of study for the Catholic priesthood.

HEALTH CARE
The services of about 2,000 physicians and surgeons and 450 dentists, along with osteopathic and chiropractic physicians, are available to residents of metropolitan Rochester. The area has eight general hospitals with 2,869 beds, numerous clinics, the Rochester Psychiatric Center operated by the State of New York, the Monroe County Rehabilitation Center, and a number of outstanding facilities for the treatment and training of the handicapped, the most notable of which is the Al Sigl Center.

COMMUNICATIONS
An extensive network of publications and radio and television stations serves the Rochester area: the evening *Times-Union* and the morning and Sunday *Democrat* and *Chronicle*, flagship newspapers of Rochester-based Gannett Co., Inc., publisher of the new national newspaper, *USA TODAY;* the Rochester *Daily Record*, a business and legal publication; the bimonthly *Upstate*

Above: The atrium in Rochester's City Hall

Opposite page: Rochester police emphasize safety and community relations

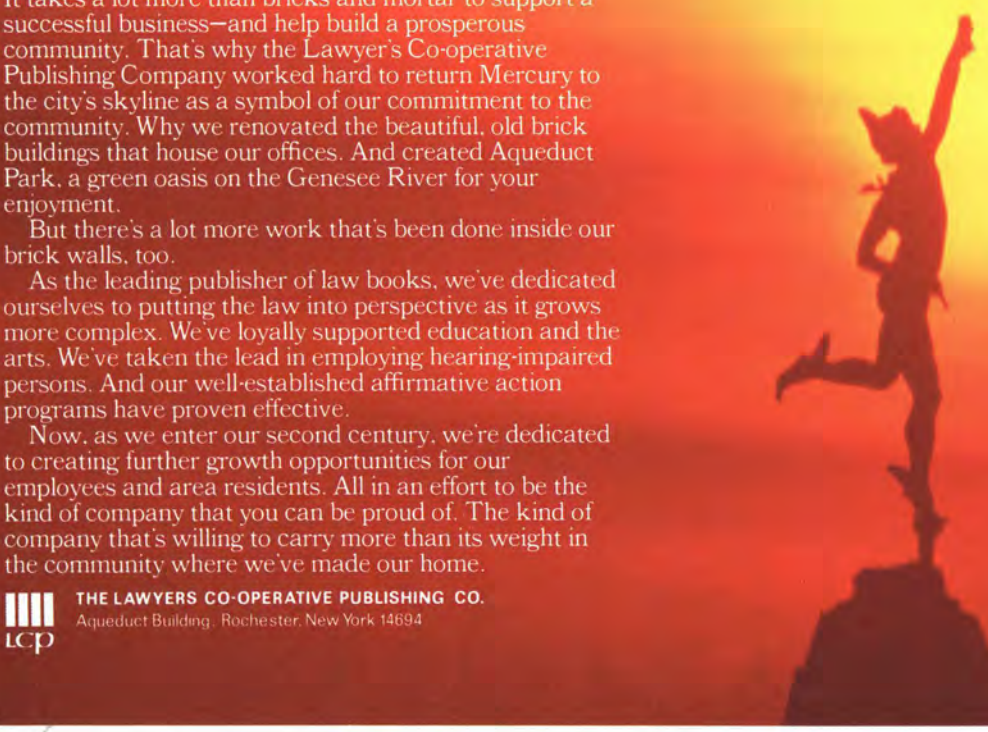
This 700 pound statue of Mercury isn't all we support in our community.

It takes a lot more than bricks and mortar to support a successful business—and help build a prosperous community. That's why the Lawyer's Co-operative Publishing Company worked hard to return Mercury to the city's skyline as a symbol of our commitment to the community. Why we renovated the beautiful, old brick buildings that house our offices. And created Aqueduct Park, a green oasis on the Genesee River for your enjoyment.

But there's a lot more work that's been done inside our brick walls, too.

As the leading publisher of law books, we've dedicated ourselves to putting the law into perspective as it grows more complex. We've loyally supported education and the arts. We've taken the lead in employing hearing-impaired persons. And our well-established affirmative action programs have proven effective.

Now, as we enter our second century, we're dedicated to creating further growth opportunities for our employees and area residents. All in an effort to be the kind of company that you can be proud of. The kind of company that's willing to carry more than its weight in the community where we've made our home.



LCP

THE LAWYERS CO-OPERATIVE PUBLISHING CO.
Aqueduct Building, Rochester, New York 14694

Business Journal; numerous weekly newspapers, among them those published by Wolfe Publications, Inc., and Empire State Weeklies and City Newspapers; six AM and 12 FM radio stations; one public and four commercial television stations; and cable television.

TRANSPORTATION

Air—American Airlines, Eastern Airlines, United Airlines, USAir, Empire Airlines, and several feeder airlines all serve the area through the county-maintained Rochester Monroe County Airport, one of the busiest in the nation in the number of commercial, corporate, and private takeoffs and landings.
Rail—Amtrak and Conrail
Highway—New York State Thruway, Interstate 90, numerous state and county highways and expressways
Bus—Greyhound and Trailways; Rochester Regional Transit Service
Water—The Port of Rochester on Lake Ontario, open to lake and oceangoing vessels through the St. Lawrence Seaway; the New York State Barge Canal

NEWEST TO THE ROCHESTER SCENE

STATE OF THE ART - 1" & 3/4" SHOOTING - EDITING
CMX 340X COMPUTER EDITING, CHYRON CHARACTER GENERATION, GRASS VALLEY SWITCHER, STEREO AUDIO SWEETENING, BURNED-IN TIME CODE.

PLUS AN AWARD WINNING PRODUCTION STAFF!

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A complex and challenging world awaits him.
To help him see it, understand it, even improve it,
is Bausch & Lomb.

We'll care for his vision and extend its reach.
We'll bring his world into sharper focus,
and foster discoveries of the universe around him.
And we'll speed his comprehension
of things as they are and as they can be.

By providing eye care, optical, and precision
instrument products of the highest quality,
we're helping him look for a better world.
Together, we're finding it.

BAUSCH & LOMB

ROCHESTER: WHERE EXCELLENCE IS A WAY OF LIFE

Dedication to excellence in all civic, public, business, and industrial efforts has characterized Rochester for the 150 years of its existence as an incorporated municipality and has spread beyond the city's boundaries with the growth of the metropolitan area.

The results of this dedication have been documented in a comprehensive study by the Center for Governmental Research, which showed that the Rochester metropolitan area ranks first in quality of life among outstanding American cities most competitive with it in seeking new businesses and industries and skilled workers. These are the metropolitan areas of Chicago, San Francisco, New York City, Washington, D.C., Phoenix, Atlanta, Seattle, Minneapolis, Cincinnati, Denver, Boston, Philadelphia, Nashville, and Dallas.

To a high degree, Rochester's devotion to quality reflects the leader-

Rochester set in its dramatic skyline

Rochester ranks #1 in education
in study of major U.S. cities
The public schools of Monroe County
(716) 342-3371

ship of those who were responsible for Rochester's beginnings early in the last century—Colonel Nathaniel Rochester himself; his partners in development, Charles Carroll and William Fitzhugh; and many others. Among the most important of these pioneer entrepreneurs were the millers who first ground Genesee Valley wheat into the finest flour in the world, using the power of the river and its falls to turn their stones and the new canal and the great lake to export their product north and west.

The character of Rochester industry since that day has been shaped by the high quality of its work force, education, citizen awareness, and social well-being.

WORK FORCE

High skills have marked the Rochester work force since the early days of the innovative millers. This tradition has been strengthened through the years by optical workers, shoemakers, tailors, printers, workers in machine tools, makers of photographic goods, producers of pianos, processors of food, and those who supply the growing needs for electronic devices and computers. Today Rochester is at the top of the surveyed cities with the highest percentage of professional and technically skilled employees, who also have the highest productive output per person.

EDUCATION

The interdependence of Rochester industry and the city's educational system is extremely strong. This is borne out by the Chamber-sponsored study, which rated Rochester first in Science Talent Search winners and honors, first in advanced-placement examinations, and first in the amount of public-school expenditures per pupil.

CITIZEN AWARENESS

Rochester's citizens show a high degree of involvement in political and social issues. In the comparison study, Rochester was unsurpassed in the percentage of its registered voters and per capita contributions to the United Way of Greater Rochester, one of the most successful organizations of its kind in the nation.

SOCIAL WELL-BEING

Rochester ranks first among comparable metropolitan areas in the category of social well-being, a rating awarded on the basis of the quality of its work force, its high degree of citizen awareness, and its technically helpful educational system. The high socioeconomic and health status of its citizens also contributes to this rating.

CONTRIBUTING FACTORS

Rochester's high ranking in so many vital areas can be attributed to a number of factors:

- Historically, Rochester has been known for the precision and quality of its industrial production.
- The city is the core of an industrial complex that has spread to its suburbs and neighboring towns and has substantially increased their tax bases, influenced their residential patterns, caused expansion of their school systems, and brought new shopping and business complexes to their neighborhoods.
- In every period in its more than 150 years as a corporate municipality, Rochester has produced national and international leaders in many types of manufacturing. Today it is home to at least one major producer in every recognized major area of industrial production. This industrial complex has attracted researchers, inventors, and innovators of advanced technologies who have found the industrial environment a fertile field for the application and growth of their skills.
- Rochester lives for the present and plans for the future, building on its rich heritage in business, culture, and style

Above: Vendors, business-people, and residents enjoy a vibrant downtown

An invitation from Kodak:

While you're in the neighborhood, drop in.

Welcome to Rochester, our hometown. We hope that while you're here, you'll stop by and see us.

We conduct plant tours weekday mornings and afternoons:

- Elmgrove Plant, 901 Elmgrove Road, in the town of Gates, where cameras, projectors, and other photographic equipment are manufactured.
  Tours at 9:30 a.m. and 1:30 p.m.
  For group tour arrangements, call (716) 726-3426.
- Hawk-Eye Plant, 20 Avenue E. Rochester, where lenses and other optical, mechanical, and electrical goods are produced.
  Tours at 9:45 a.m. are limited to 12 people.
  For arrangements, call (716) 726-3426.
- Kodak Park, 200 West Ridge Road, where photographic films, papers, and chemicals are produced.
  Tours at 9:30 a.m. and 1:30 p.m.
  To arrange for group tours, call (716) 722-2465.

We know you'll understand that for safety reasons, children under five cannot be accommodated, and those under 12 must be accompanied by an adult.

ENJOY YOUR TOURS.

EASTMAN KODAK COMPANY
An equal opportunity employer

Above: A couple framed by greenery in Webster Park

Right: A sailboarding enthusiast rides the waves

Above right: Flags wave along the Sister Cities Pedestrian Bridge downtown

Opposite page, far right: The historic clocktower at St. Joseph's Park gives the city a sense of its past

Opposite page, bottom: Manicured gardens full of blossoms color Highland Park

of life. In the near future, the new downtown Convention Center and its cultural district near the Eastman Theatre and Kilbourn Hall will greatly enhance the city's attractiveness, bring in great numbers of visitors, and give its area residents even more opportunities to participate in outstanding events and programs.

Rochester is much like many cities in one. Besides being a high-technology center, it is a community of home owners, a center of learning and religious training, a city of sports, and an area with abundant facilities for recreation and the pursuit of leisure. Situated on a river whose waterfalls supplied the power that originally attracted the milling industry, Rochester is also a center of traffic on the storied New York State Barge Canal and a port on Lake Ontario, which keeps it in direct touch, through the St. Lawrence Seaway, with the exporting nations of Europe.

Rochester early enjoyed the reputation of being America's first boom town. In many respects, it is still booming. Once the nation's leading producer of flour, seeds, shrubs, and flowers, as well as shoes for men, women, and children, it now supplies national and world markets with the best in film and photographic equipment, optical goods, copying devices, men's clothing, printing, machine tools, gear-cutting machinery, electronic devices, and communications materials.

Historically, Rochester has given birth to the Western Union Telegraph Co., to the giant Eastman Kodak Co., to

the huge Xerox Corp., and to Bausch & Lomb, Inc., a premier producer of optical goods and the city's oldest operating manufacturer. There is reason to believe that the future will produce more such offspring, given the Rochester area's high ranking as a center of industrial technology.

Not content to rest on its laurels, Rochester has embarked on a dramatic venture to improve an already good situation. High Technology of Rochester, Inc., was formed in 1983 by the Rochester Area Chamber of Commerce, the University of Rochester, and the Rochester Institute of Technology expressly to attract new business to the area. The corporation was the result of a Chamber-initiated feasibility study to determine how the area could more effectively use its strong industrial and manufacturing base to improve the economy. The study indicated that Rochester is fertile territory for further technical growth, having the natural assets of a skilled labor force and progressive educational institutions.

The initial focus of High Technology of Rochester, Inc., is to develop an industrial park for high-technology companies. The objectives of the bright new organization include the following:

- To encourage companies with ties to the technology of the Rochester area to settle here.
- To nurture the development of new technology companies.
- To make expansion sites available for growing technology companies.
- To provide, when and where possible, incubation space for new technology companies.

The corporation expects that benefits accruing to the Rochester area once High Technology is in full swing will be new employment, new construction, an improved property-tax base, an improved franchise-tax base, potential population growth, and improved support of both the public and private educational systems.

For many decades Rochester, as a producer for national and world markets, has been an exporter on a vast scale and the largest, per capita, in the nation. The area has thereby made a significant contribution to the country's battle for a favorable balance of trade, and this contribution is expected to continue.

The findings of the Chamber-sponsored survey conducted by the Center for Governmental Research have been bolstered by a special study prepared for the U.S. Environmental Protection Agency. This study noted that Rochester is the only community east of the Mississippi cited for outstanding quality of life in the economic, political, environmental, health, education, and social components of urban living, which are now extended to its metropolitan area as well.

In addition, other studies made by the Center for Governmental Research demonstrate that the area ranks high in most of the categories that business-people and other individuals consider when they decide to establish themselves permanently in a metropolitan area. Among these are the number of physicians and the quality of health care, the incidence of crime, the level of poverty, scholastic performance of schools, commercial and residential energy costs, labor force skills and productivity, state and local taxes per capita, citizen awareness, and personal income and wealth.

Essentially, Rochester is a pleasant place for living and working, with advantages for the very young to the very old that make for the good life: you'd Rather Be in Rochester . . . Our Spirit Shows.

Above: Striking modern architecture is typical of Rochester's booming center

This pin is worn by over 3700 people—people who work at Key Bank.

But it means more than just a pin shaped like a key. Because to us, the key is really you. And this pin serves as a reminder—a symbol—of the most important considerations we have, in everything we do. Our customers.

That's why, at every one of Key Bank's offices around New York State, Key Bank employees take the time to serve you the way you want to be served. Whether it's helping you decide on the right savings and guaranteed investment options, applying for a loan, or during your regular visits for deposits and withdrawals.

And the key pin also reminds us that you're part of a community. So Key Bank and its employees are involved in community activities and causes from youth sports to charity fund-raising to programs for the disabled.

In many ways you see—and many others you don't—we're working to help you. Because at Key Bank, you're the key to everything we do.

You're the key to everything we do.

KEY BANK

Involved. Innovative. Professional.

Formerly Bankers Trust Company of Western New York.
Offices in: Rochester (4), East Rochester, Henrietta, Perinton, Williamson, and Clyde.

Member FDIC

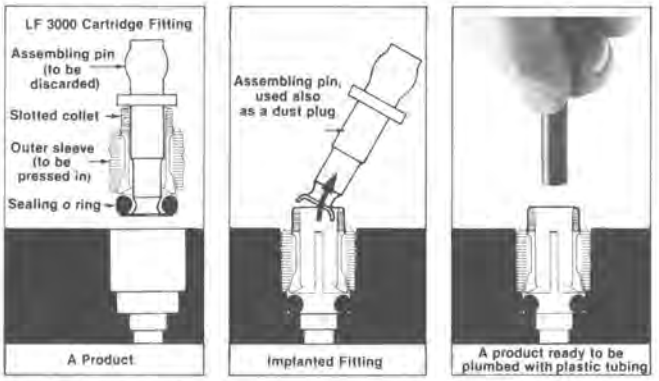
Remarkable!

8 LEGRIS LF 3000 Fittings With a Total Weight of Less Than an Ounce Help Hold Up a 4000 Pound Luxury Automobile.

During the development of the air spring suspension system to be used on the 1984 Mark VII and Continental automobiles, Ford Motor Company's engineers investigated the idea of incorporating a fitting into the various components making up the suspension systems as opposed to attaching fittings onto the components by means of threads. This would accomplish at least three things:

1) It would tend to improve reliability by eliminating torque sensitive fittings.
2) It would enable the engineers to make a more compact compartment design for the air spring.
3) It would help to increase productivity because the connecting of the tubing is done almost instantly by pushing the tubing into a fitting as opposed to having to tighten with a wrench.

The air spring suspension system concept is basic. At each wheel of the vehicle is an accordian like flexible air bag that connects the body to the chassis. As air pressure is increased or decreased to the springs, the riding and leveling factor can be adjusted to the driver's preference. As the vehicle load changes, the air pressure is increased or decreased to the spring and the leveling factor is automatically adjusted. For example, put a load in the trunk of the vehicle and the back goes down, normally with the continental type spring this would cause the front to point upwards causing the headlamps to register at a different angle on the highway and cause the rearview mirrors to shorten their reflection view, etc. However, with the air spring suspension, an electronic signal is sent to a small air compressor asking it to send them more air, the compressor responds and adds pressure to these springs until the vehicle is leveled.


LF 3000 Cartridge Fitting
Assembling pin (to be discarded)
Slotted collet
Outer sleeve (to be pressed in)
Sealing o ring
A Product
Assembling pin, used also as a dust plug
Implanted Fitting
A product ready to be plumbed with plastic tubing

The fitting product Ford Motor Company chose was the **LEGRIS** patented LF 3000 Instant Fitting cartridge. This fitting is easily pressed into and becomes a part of the component.

It was in 1970 that **LEGRIS, INC.** introduced this new concept of coupling tubing to components with a push of tubing. It is a concept designed for use with plastic tubing, but can also be used with soft metal tubing. This type coupling will easily withstand pressures up to 250 PSI.

To make a connection, the tubing is pushed into the fitting. The connection is a permanent one and will remain so until a deliberate effort is made to push the collet inwards, thus releasing its grip on the tubing and allowing the tubing to be removed. Making or breaking a connection with this type of fitting has no adverse effect on the efficiency of the connection, or the tubing, so a reconnect is possible with no replacement parts required.

One of the main reasons for using the LF 3000 Instant Fitting System, on applications where plastic tubing is acceptable, is that the plumbing time can be reduced significantly, by as much as 80%. Instant connect fittings, do, of course, also save time and expense where repair or maintenance work is involved and components have to be changed.

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DIVERSE EDUCATIONAL OPPORTUNITIES

From preschool to graduate school, education at every level earns high marks in Rochester and Monroe County and is one of the region's most important assets. Preparing young people for useful and successful lives is a Rochester specialty.

A continuing demand for skilled labor in Rochester's precision and high-technology industries places a considerable responsibility on vocational education in secondary schools. Much of this responsibility is borne by the Edison Technical and Occupational Education Center, conducted by the City School District. In addition to its regular four-year high-school curriculum, Edison offers full- and part-time or half-day programs for secondary-school students and adults.

The climate for learning in Rochester is further stimulated by the need for specialized technical knowledge in various areas of science and manufacture, which continue to attract many men and women with advanced degrees who are qualified to fill roles in research and development.

Public education in Rochester and Monroe County is rooted in a long tradition of excellence backed by community support. The recent survey of 14 major American cities cited earlier rates Rochester at the top in education.

Seventeen suburban school districts and the Rochester School District enroll upward of 110,000 students and

Above and left: Music and arts form an important part of the educational experience

employ some 12,000 teachers, administrators, and support personnel. The districts retain experienced, highly qualified staffs attracted by the quality and scope of educational programs, opportunities for professional growth, and strong community commitment to education.

The public schools offer comprehensive programs to educate a diverse school population—the college-bound, those preparing for the local job market, the handicapped and disabled, the gifted and talented, the artistic, and the athletic. Schools, business and industry, social agencies, and cultural institutions work together to provide expanded educational opportunities for all age groups.

Area public schools, parochial schools, and private schools set high academic standards. Students achieve above established norms in state and national testing programs. They demonstrate superiority in scholarship, in programs in the fine and practical arts, in athletics, and in business through successful competition at area, state, and national levels.

All students in public schools must master a core program set by the New York State Board of Regents. To graduate from high school, they must demonstrate competence in reading, writing, and mathematics.

The public schools are governed by boards of education, which serve both as officials of the state and as representatives of their local communities. To keep schools responsive to local needs and priorities, district voters elect board members. Suburban school communities approve operating budgets in annual referenda. Parent participation, volunteer programs, and advisory committees further strengthen the school-community partnership. Educational excellence and economical school operation go hand-in-hand. School districts of Rochester and Monroe County cooperate to provide efficient, cost-effective services in transportation, purchasing, and data processing.

The 18 public-school districts of Monroe County take pride in their differences, yet share a commitment to continued excellence for the benefit of the children they teach and the communities they serve. The community overall operates 126 public-elementary and 38 public-secondary schools.

The Catholic school system, operated by the diocese of Rochester, is equally committed to excellence in education through its 51 elementary and seven secondary schools. Coeducational private schools that provide quality education from prekindergarten through grade 12 include the Rochester School for the Deaf, the Allendale Columbia School, the Harley School, and the Hillel School.

For more than a century, the nationally known Rochester School for the Deaf has prepared the hearing-impaired for useful roles in society, many of its graduates going on to higher education and others entering the labor market directly as self-supporting contributors. At the higher academic level, the National Institute for the Deaf at the Rochester Institute of Technology has established itself as an outstanding institution for teaching and training.

In the private-school sector also are the Allendale Columbia School, which stresses academic excellence for college-preparatory students and is accredited

Above: Computer training is an integral part of the Rochester-area school curriculum

Opposite page, top: Students gain valuable experience and skills for life

Opposite: Learning a trade at the Edison Technical High School

by the State Board of Regents and the Middle States Association of Schools and Colleges; the nationally recognized Harley School, which offers small classes, a demanding curriculum, and various athletic and cultural programs; and the Hillel School, which provides Hebrew-language and Bible-study classes as well as general courses.

The Rochester City School District, serving thousands of young people and adults from a wide range of ethnic and socioeconomic backgrounds, offers programs for everyone, including those with special needs.

The district has organized programs for preschoolers and their parents and for high achievers and those with unusual aptitudes. Students interested in advanced science and mathematics may take courses conducted in conjunction with the University of Rochester and the Industrial Management Council of Rochester. The district also offers courses for those interested in computers, futuristic studies, and many other career areas such as counseling and guidance, library services, and social work.

In addition, the Rochester City School District has established innovative programs extending student options at each grade level. These programs make vocational and occupational training available in regular junior- and senior-high schools and also through an alternative comprehensive technical and vocational high school. They include the World of Inquiry School, which features learning by discovery and makes excellent use of downtown resources; a learner-centered, interim junior-high school in which students develop courses of study based on their own interests and needs, and, finally, the School Without Walls, an interdisciplinary senior-high-school program, which makes use of the resources of community business, industrial, and cultural institutions.

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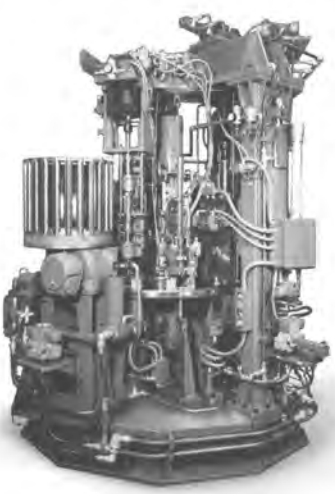

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LIFELONG LEARNING

Rochester-area institutions of higher learning, each with a special character, add immeasurably to the attractiveness of the city and its county, Monroe, as a community with abundant resources to improve the mind, train for the future, and enhance the quality of life. These include:

University of Rochester
Rochester Institute of Technology
State University College at Brockport
Nazareth College of Rochester
St. John Fisher College
Roberts Wesleyan College
Colgate-Rochester Divinity School-Bexley Hall-Crozer
Monroe Community College
Empire State College, State University of New York

UNIVERSITY OF ROCHESTER

The university was founded on what is now West Main Street in 1850, when the city, as a charter municipality, was only 16 years old. For many years conducted as a relatively small liberal-arts institution, the university in the twentieth century took on a new and broader aspect and grew into one of the nation's finest. The operation and administration of its eight schools and colleges require the services of a staff that makes the U of R the fourth largest employer in the city, after Eastman Kodak, Xerox, and the two Rochester plants of General Motors.

Although the university remains committed to teaching the humanities and liberal arts, over the years it has achieved stature in many increasingly important areas of study and research and development. Not only has it become a center for advanced research in nuclear structure, computerization, and laser technology, but also it administers the Institute of Optics in its College of Engineering and Applied Science, the only institute of its kind in the nation.

Two other of the university's eight major divisions may be even more important to the physical well-being and cultural advancement of the community. Each is acclaimed internationally. One is the University Medical Center. The second is the Eastman School of Music.

The contributions of the Medical Center to the community's high level of health care and facilities are out-

standing. Through its School of Medicine and Dentistry, School of Nursing, and great teaching hospital, Strong Memorial, it has produced nearly half of the area's physicians and many of its nurses. It also operates poison, burn, and cancer centers and interacts with the community through its affiliation with other hospitals, its involvement in the development of the Rochester Health Network, and through its health-training courses.

The Eastman School of Music is one of the finest in the world. Its graduates excel in opera and in instrumental virtuosity, are members of virtually every major symphony orchestra in the nation, and head many leading music schools and departments.

Above left: The University of Rochester is one of many excellent institutions of higher learning in Monroe County

Opposite page: Inspecting a chest X ray at the University of Rochester Medical School

Left: Trees blossom on the lovely campus of Colgate-Rochester Divinity School-Bexley Hall-Crozer

Students near a decorative fountain at St. John Fisher College

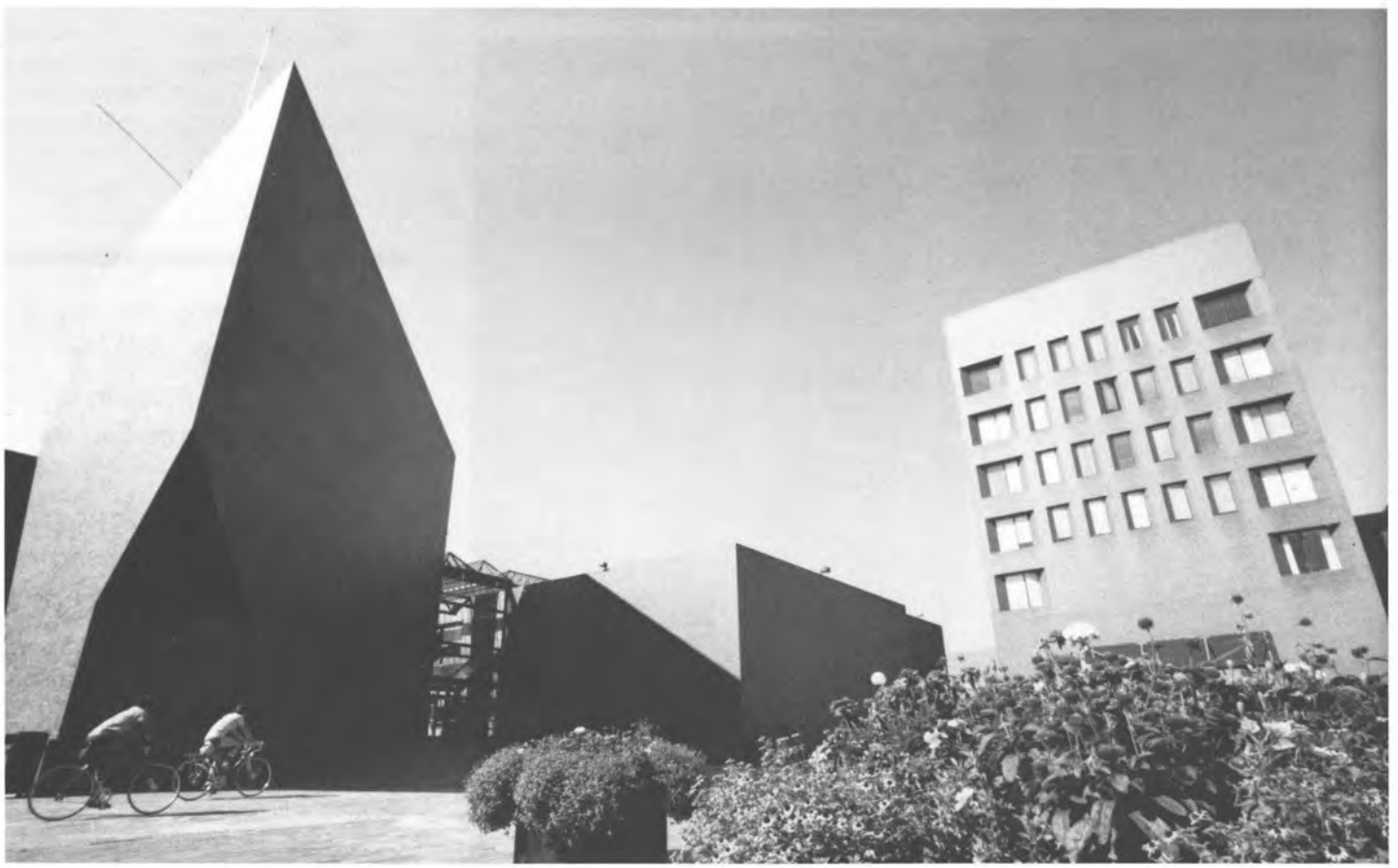
Below: Rochester Institute of Technology is one of the largest career-oriented and technical schools in the country

The Eastman Theatre and the Memorial Art Gallery, also administered by the university, make distinctive contributions to the community's cultural resources.

THE ROCHESTER INSTITUTE OF TECHNOLOGY

Familiarly known as RIT, this remarkable institution dates back to 1829. Since then it has become increasingly important in the educational, civic, business, and cultural life of the community and now occupies an unusual position in the field of higher education nationally.

RIT's daily enrollment averages more than 8,000 students. Its evening educational program, the oldest of its kind in the nation, averages about 4,000



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students. One of the largest career-oriented and technical schools in the country, RIT, through its 10 colleges, emphasizes not only the importance of technical training for careers in industry and for proper grounding in management techniques but also familiarity with the fine and applied arts. The institute, which was founded in downtown Rochester and operated there for most of its long, useful life, now occupies a $140-million campus in suburban Henrietta. In this modern and commodious setting, the RIT student can pursue career objectives in many fields, among them retailing, the graphic arts including printing and photography, the fine arts such as painting and illustrating, and crafts in woods and metals, glass, and other materials.

Above: RIT boasts the nation's only baccalaureate-degree program in microelectronic engineering, with laboratories sporting state-of-the-art equipment

The RIT College of Continuing Education makes scores of courses available to adults. Its College of General Studies, which dates back to its founding, offers notable programs in social work and criminal justice, as well as many classes contributing to students' personal growth.

The RIT College of Business, established in the 1920s, first offered management courses on a part-time basis, usually in the evening, when aspiring business and industrial personnel could attend to better their career opportunities and learn new skills. It has helped train many successful executives.

The institute established a College of Science in 1963 and in 1968 gave its College for American Craftsmen its present form and scope. In the same year, with the help of financing through the U.S. Department of Health, Education, and Welfare, the unique National Technical Institute for the Deaf was established. Its students participate fully in RIT campus activities and acquire technical skills that enable them to pursue constructive and successful careers.

RIT is famous for pioneering and specializing in cooperative education, in which campus study is augmented by off-campus work in students' chosen fields. This helps the student financially and also tests classroom knowledge in the workaday world.

The institute has taken a position of leadership in the teaching of computer science with its goal of complete computer literacy for all graduating students. To implement this goal, the institute purchased a $4.2-million computer system that includes six Vax 11/780 super minicomputers from the Digital Equipment Corporation and 300 GIGI terminals with full-color graphics capabilities. Its School of Computer Science and Technology is the largest undergraduate program of its type in the country and offers students an additional 300 terminals and a wide range of mini- and microcomputers.

RIT has many other distinctions, among them the following:

Its College of Engineering is the home of the nation's only baccalaureate degree program in the exciting field of microelectronic engineering. The college's microelectronic laboratory facilities include a sophisticated array of state-of-the-art equipment, much of it donated by industry.

In September 1983, RIT's College of Science became one of the few schools in the nation to offer a baccalaureate degree program in biotechnology—the use of living organisms or their components in applied research and industrial processes in the areas of agriculture, food production, pharmaceutics, chemistry, and energy.

THE STATE UNIVERSITY COLLEGE AT BROCKPORT

The State University College (SUNY) at Brockport, formerly the Brockport State Normal School, was established in 1867. Today this four-year, degree-granting institution offers many excellent programs, among them one of the finest physical-education majors in the State University system, more human-services programs than any other college in the Rochester area, and a Mature Adult Program designed for people over 40, who may live on campus. Its curriculum also includes one of the only two majors in communications/journalism in the metropolitan Rochester area and an innovative contractual liberal-arts major that allows the student to complete college in less than four years.

Off-campus facilities operated by Brockport SUNY include a 500-acre recreational and research center at its Fancher campus, nine miles west of Brockport, and in downtown Rochester, the Educational Occupation Center, which conducts both academic and vocational courses with outstanding success.

Brockport SUNY currently serves 7,200 registered undergraduate, graduate, and part-time students.

NAZARETH COLLEGE OF ROCHESTER

Now coeducational and occupying one of the loveliest and most commodious college campuses in the area on East Avenue in suburban Pittsford, Nazareth College of Rochester was established by the Sisters of St. Joseph in 1924 to educate young women in the arts and humanities.

Nazareth is widely known for its liberal-arts program, emphasizing courses in foreign languages and the fine arts. Its Nazareth Arts Center is an areawide center for cultural activities and a major showcase for the presentation of professional music, art,

Above: Students enjoy the informal atmosphere at Monroe Community College

Right: Once a women's college and now coeducational, Nazareth College features excellent instruction in the arts and humanities

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ST. JOHN FISHER COLLEGE
St. John Fisher, founded in 1951, has built on tradition and the ideal of service since its inception. Now coeducational and working closely with other schools in the area, it has developed an image of excellence in both the educational and athletic areas. In only 30-odd years, its alumni have established themselves as community leaders in many fields of professional and business endeavor.

Fisher is the only college in western New York that offers a major in gerontology, the study of the problems of the aging. Fisher also conducts a comprehensive program in communications and journalism. Its Charles Lavery Library, open to public and community use, contains more than three million items and many unusual collections, including a growing collection of outstanding American newspaper editions, as well as a superb radio-history exhibit.

St. John Fisher is a base for students from Alfred University earning bachelor of science degrees in nursing. While gaining practical experience in outstanding Rochester health facilities, Alfred students receive credits in the humanities and sciences at Fisher.

ROBERTS WESLEYAN COLLEGE
Founded as a Methodist seminary, this nonsectarian college prides itself on its small instructor-student ratio. Its quality liberal-arts program prepares a large percentage of its students for careers in nursing, social work, and the ministry. Its music department grants the only associate degree in piano pedagogy in the Rochester-area schools. Further, it fields fine athletic teams.

A St. John Fisher College student receiving technical instruction on the electro-cardiograph

COLGATE-ROCHESTER
Colgate-Rochester Divinity School-Bexley Hall-Crozer is an educational complex that may be unique and certainly is rare.

The school cloisters three seminaries on one campus with a single faculty and a single curriculum, serving students who come from all over the nation and represent more than 20 Protestant denominations. The school was founded as the Rochester Theological Seminary in 1851 by the Baptists of New York State and later became Colgate-Rochester Divinity School. In 1931 it moved from Alexander Street in downtown Rochester to its hilltop campus on the city's southern rim. More recently, it has added a new dimension to its broad curriculum of religious study and preparation—studies for the Roman Catholic priesthood, which were formerly offered by St. Bernard's Seminary, now closed.

MONROE COMMUNITY COLLEGE
MCC was established in the former East High School building in Alexander Street in 1962 as a two-year institution preparing students for transfer to four-year colleges and universities. Now occupying a spacious and handsomely equipped campus in the town of Brighton near the city line, MCC has grown steadily. It not only trains students who have gone on by the hundreds to baccalaureate-degree work in other institutions, but also offers special employee-training services in technical and occupational fields. In addition, MCC provides innovative career counseling and work-experience programs helpful for many students with handicaps.

EMPIRE STATE COLLEGE, STATE UNIVERSITY OF NEW YORK
This was the nation's first fully accredited public college offering individually tailored degree programs to meet personal educational goals. Working directly with faculty members, its students have the option of either attending classes at other institutions or enrolling in seminars or internships sponsored by Empire State itself. Students may do fieldwork related to their courses of study and may arrange their schedules to take care of normal job and/or family responsibilities more easily.

F. Ritter Shumway, Rochester philanthropist and industrialist and former president of the Chamber of Commerce of the United States, has said that education may be the nation's largest business. Certainly in Rochester and Monroe County it earns high marks in preparing young people for useful, responsible, and rewarding lives.

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Right: Kodak employees custom-make integrated circuits for disc and instant cameras

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The metropolitan region is also a major producer of automobile components like carburetors, small electric motors, and plastic interior parts and trim. It produces food products of many kinds, beer and ale, soft drinks, and wines. Garden vegetables and great quantities of fruits, especially apples and cherries, come from its productive farms, which also yield prodigious quantities of milk and other dairy products. The region ranks high among the food-canning and -processing areas of the nation. It is also a leader in glass making and a leading producer of buttons.

Five companies dominate industrial employment in Rochester:

- Eastman Kodak Co., with more than 53,000 employees.
- Xerox Corp., with approximately 13,000 employees.
- The Rochester Products Division and Delco Products plant of General Motors Corp., with more than 8,000 employees.
- Bausch & Lomb, Inc., and the various Rochester plants of Sybron Corp., with approximately 5,000 employees each.
- The University of Rochester, with approximately 8,000 employees, is the fourth-largest employer in the area and has an annual operating budget of more than $200 million. The university spends about $130 million in salaries and benefits for faculty and staff and about $25 million a year for local goods and services.

Rochester ranks fourth in the precision-tooling and -machining industry and is the largest center for such production in the Northeastern United States, having 118 companies that employ more than 5,000 persons. Headquartered at 155 Spring St. in a

Above and right: Highly skilled labor is abundant in the Rochester area

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25,000-square-foot facility, the Rochester Chapter of the National Tooling and Machining Association since 1968 has operated its own training academy. This was the first school of its kind in the nation (there are now seven such schools in operation). With nearly 1,500 graduates, the school has achieved a remarkable 100 percent placement record. It is capable of handling 200 full-time students each year in both 12-week and eight-month programs, each of which lead trainees to journeyman status. A substantial federal grant enabled it to buy dozens of sophisticated new machines with which it is meeting the training challenges of the 1980s. The school also offers full four-year programs through evening school enrollment. More than 400 students annually take advantage of this opportunity to learn a highly regarded trade.

Leaning heavily on the special skills found in the machine-tool industry in Rochester are such industrial giants as Kodak, Xerox, General Motors, the Carrier Corp., General Electric, General Signal, Sybron Corp., the Gleason Works, and IBM, as well as dozens of smaller precision companies and firms in virtually every state in the United States, in Europe, and in the Far East.

Training and retraining for the future are standard in Rochester industry, and in at least one area the interplay of a social agency and big business in such training is unique.

The new Office Systems/Word Processing Center at headquarters of the Urban League of Rochester, Inc., 177 North Clinton Ave., is training

Right: A technician adjusts a Xerox 1075 copier

Below: The University of Rochester Laboratory for Laser Energetics' 24-beam, 15-trillion-watt Omega laser system

eligible, low-income students for careers in modern word processing and data entry. The school operates two 24-week sessions a year and has a capacity per class of 48 word-processing and 40 basic clerical/data-entry students.

The center is expected to fill a growing need in the Rochester business community, member firms of which contributed greatly to equipping it. Market analyses have shown that the demand for word processors is increasing yearly and that data entry skills are salable no matter what the state of the general economy. According to William A. Johnson, Jr., president and chief executive officer of the Urban League, "We have recognized that the labor market is becoming more sophisticated and we are grateful to the companies which have provided us with the equipment needed to produce students with truly marketable skills."

The courses are administered by the Urban League Training Division as an extension of its existing Advancement Through Clerical Training Program.

The Private Industry Council and Rochester Jobs, Inc., the league, and contributing industries cooperated in planning the center. The Daisy Marquis Jones Foundation and the Frank E. Gannett Newspaper Foundations contributed to the $11,000 required for building renovation and installation. Furnishings and equipment were provided by IBM, Xerox, and Eastman Kodak.

Business, industry, and residences and institutions in the Rochester area are served chiefly by two publicly owned and two municipally operated utilities. The first of these are the Rochester Gas & Electric Corp., which brings electrical energy to more than 280,000 customers and provides nearly 210,000 users with gas, and the Rochester Telephone Corp., whose operations include two smaller telephone companies outside the area. RG&E employs about 3,000 persons. Rochester Telephone, which handles nearly three million local calls daily, is the seventh-largest telephone company in the nation and the sixth-largest non-Bell independent. It employs more than 3,200 persons.

The colorful heated indoor pool, sauna, and whirlpool are excellent examples of the pleasures that await your stay at the Sheraton Inn-Rochester Airport. Located across from the Monroe County Airport and just minutes from many of Rochester's famous attractions. Ashley's Restaurant, the Inn's main dining room, offers a diversified menu served in a rustic atmosphere. Ashley's is open daily for breakfast, lunch and dinner.

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The extensive range of industries and businesses served by the utilities is matched by few other localities in diversification of production demanding advanced technology and high skills.

Not only is the Rochester industrial area a major producer in most of the recognized categories of manufacture, but it is also home base for nearly a thousand manufacturers whose products are exported to world markets. These companies are important contributors to the remarkable productivity of Upstate New York industries. A survey conducted in recent years for the New York State Department of Labor showed that the value added to the manufactured products per manufacturing employee in the Rochester SMSA resulted in an output of approximately $33,000 per worker per year, then the highest such figure for any manufacturing area in the nation and believed to be considerably higher today.

The U.S. Department of Commerce has noted Rochester's important role in New York State's high rating as a producer of goods for export. Figures compiled by the department show that the Rochester area is a major contributor to the nation's continuing effort to achieve a favorable balance of trade. Acknowledgment of the area's excellent rating in the area of exports came recently when the Rochester Area Chamber of Commerce became the first organization of its kind in the nation to be awarded the E Star for Export Service by the U.S. Secretary of

Above right: Using Lincoln First Bank's convenient automated teller

Right: Computer typesetting equipment at Gannett Newspapers' Rochester Times-Union

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Commerce.

Preeminence in the per-capita production of exportable goods must be credited not to a single company but to many organizations, large and small, which produce large quantities of a wide variety of goods needed abroad. In dollar export volume, the city also is ranked seventh nationally.

Fourth in the nation in export sales, Eastman Kodak produces more than $2 billion worth of goods for export annually. The Gleason Works and Xerox Corp. likewise export millions of dollars worth of their primary products annually. Area high-technology industries are among the leading exporters in terms of percentage of manufacturing and sales. The R.F. Communications Division of Harris Corp. and Scientific Radio Systems both estimate that between 50 and 60 percent of their sales are in goods for export. A number of other area industrial organizations, among them Sybron Corp., Sykes Datatronics, Rochester Instrument Systems, Kayex Corp., and Edmac Associates, also report that husky percentages of their total sales are in exports.

In Rochester's sesquicentennial year, many of the area's businesses and industries can point with pride to their decades of contribution to its prosperity.

At least five of these businesses are banking institutions: Rochester Savings Bank, now combined with Community Savings Bank; Marine Midland Bank; Monroe Savings Bank; and Lincoln First Bank are all more than 100 years old. Retailers in this category include Sibley, Lindsay & Curr Co., Likly's, Eastwood Shoes, and Whillock Brothers. The nationally known general contracting firms of John B. Pike & Son and John Luther & Sons are centennarians in years but youthfully vigorous in performance. And still prospering in the mid-1980s is the John M. Foster Co., which began business in 1880 as a manufacturer of wooden pulleys and today produces industrial conveyor devices.

Of the companies that are multi-national in scope, Eastman Kodak marked its centennial in 1980, Bausch & Lomb had been in business for 100 years in 1953, and the Gleason Works celebrated its first 100 years in 1965.

No single Rochester company has carried the area's name and reputation for excellence to the far corners of the earth more consistently than Eastman Kodak. Although it is known primarily for its photographic products, film and cameras were only the first in a thriving family of Kodak products. People throughout the world rely on Eastman materials to print magazines, upholster their furniture, make their apparel, package their groceries and other items, take X rays, build automobiles, store and retrieve information, make copies of documents and other items, and manufacture their pharmaceuticals and plastics. Kodak's huge research-and-development organization continuously seeks ways to make Eastman products better, as well as to make newer products that will be improvements on already established ones.

Two other billion-dollar-plus companies have had a profound influence on Rochester, the city of their birth, both economically and in their interest in the welfare of the community. They are Xerox Corp., which employs more than 12,000 persons in Rochester though now based in Connecticut, and Gannett Co., Inc., founded and still headquartered in Rochester, a communications enterprise whose holdings extend across the continental United States to the State of Hawaii and the island of Guam and to St. Thomas in the U.S. Virgin islands.

Like Eastman and many other Rochester-based industries, these two companies provide outstanding financial support for the area's cultural, educational, and social institutions and programs and thus tangibly contribute to the region's quality of life. Their dedication to the betterment of the human condition in all its aspects has never been stronger than in the city's sesquicentennial year.

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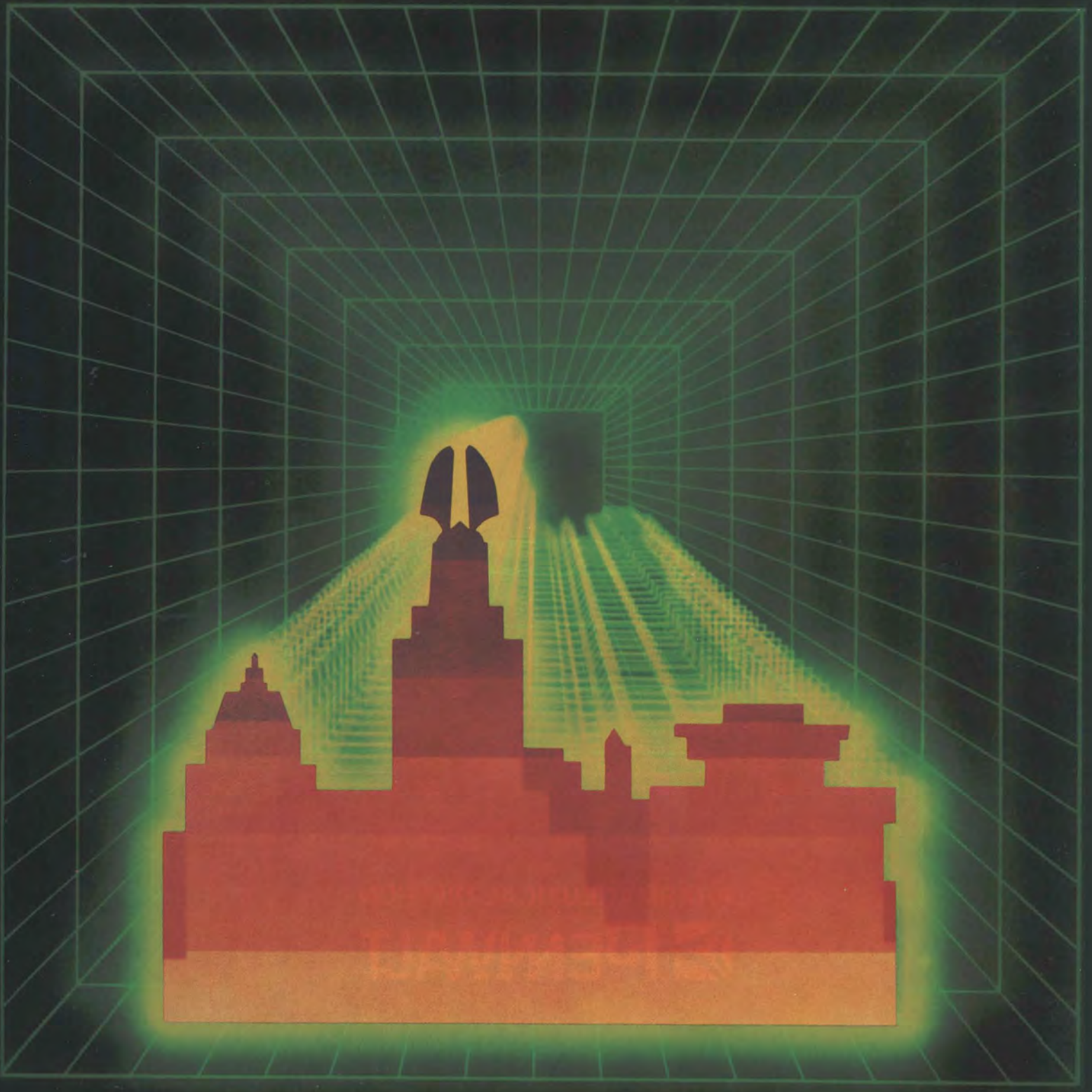

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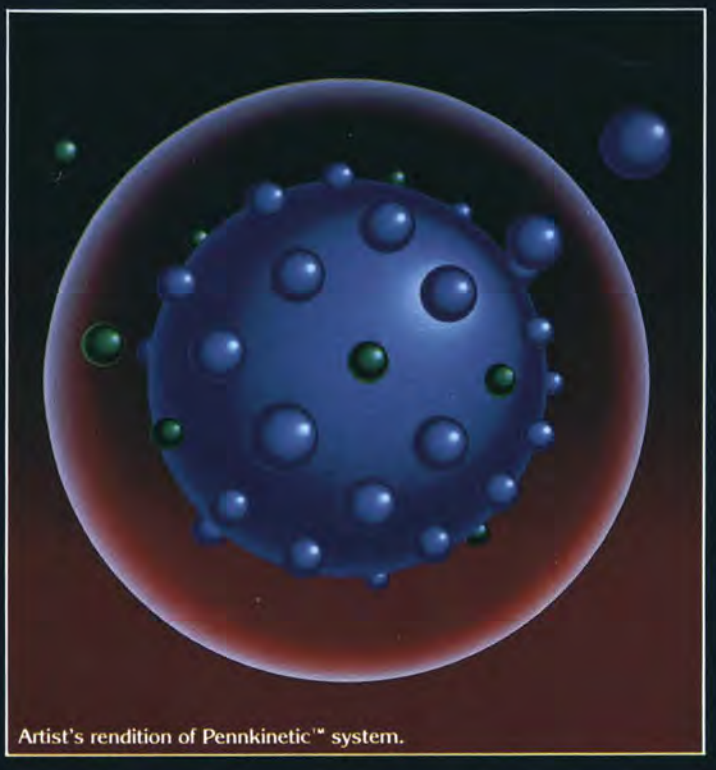

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Rochester and Monroe County maintain excellent health-care facilities, which are also available to residents of the metropolitan area. Eight general hospitals have a total of 2,869 beds. There are numerous clinics and health centers, rehabilitation agencies, and specialized agencies for the treatment of the retarded, the disabled, and the mentally disturbed, as well as training and teaching organizations for health-care personnel. Both public and for-profit facilities for the transportation of the handicapped and the ailing are readily available.

The United Way of Greater Rochester, which as the Rochester Community Chest successfully pioneered the idea of community giving more than six decades ago, helps to finance a network of 150 health and social-service agencies.

Twenty of these are related directly to health and health services and include the following:

The Health Association of Rochester and Monroe County, Planned Parenthood of Rochester and Monroe County, the Medical Motor Service, the American Heart Association, the United Cancer Council of Monroe County, the Visiting Nurse Service, the Hemophilia Center, and the Convalescent Hospital for Children, a facility that specializes in the care and treatment of disturbed youngsters and supervises guidance clinics and other programs.

Monroe County lists about 2,000 physicians and surgeons and more than 450 dentists. Most of these are members of the Rochester Academy of Medicine, the Monroe County Medical Society, or the Seventh District Dental Society, all of which have headquarters at 1441 East Ave. in the palatial former residence of Rochester philanthropist Edmund Lyon.

One of several advantages metropolitan Rochester enjoys in the area of health care is the presence of a great teaching hospital, Strong Memorial, and the University of Rochester Medical Center, of which it is the core. The two exert immense influence on the quality of health care throughout the area and the quality of service provided by other hospitals and clinics in the region.

Strong not only provides the necessary services of a large general hospital but also offers vital services for a broad area of central and western New York State, among them poison and burn centers and the Wing R Psychiatric Center.

The University of Rochester and its Medical Center have made many other significant contributions to the high level of health care available to the region 24 hours a day throughout the year, especially in their association with other hospitals in the area; in the development of the Rochester Health Network; in the operation of the Cancer Center; and in health training courses available to the community.

An example of Rochester industry's community involvement in health care is a $2-million gift from Eastman Kodak to the university for its Cancer Center, commemorating Kodak's centennial in 1980. The center embraces treatment

The computerized EKG system at Rochester General, one of the city's many outstanding hospitals

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Whether you're thinking about relocating your business and all your employees or simply your family, there's a lot to worry about. And worrying can be bad for your health.

If you're moving to Rochester, one thing you won't have to worry about is the availability of good health care. We've got it . . . and we're known for it. In fact, in a recent study on the quality of life in major American cities, the quality of health care in Rochester rated second in the United States.

One reason is that the nine hospitals in the Rochester area plan and work cooperatively within the framework of the Rochester Area Hospitals' Corporation so that the most advanced needed technology and services are available without the costly duplication found in more competitive environments.

It's a unique voluntary arrangement which is fast becoming a model for other areas of the country . . . because it keeps costs down and puts your health care dollars to work where they are needed.

Individually, Rochester area hospitals, in their urban, suburban, and rural settings, are accessible to the 3/4 of a million residents of the Monroe/Livingston county region. Together they offer all levels of care . . . from a visit to the family physician to the most sophisticated diagnostic techniques, cardiac and neurosurgery.

In fact, during the last year, more than 1400 area physicians together with the Rochester area hospitals cared for 107,000 patient admissions, 230,000 emergency visits, and 205,000 primary care visits.

Also ensuring good health care in Rochester is the special relationship between the prestigious University of Rochester School of Medicine and Dentistry, its medical center and the community hospitals. Quality medical education and research go hand in hand with quality health care.

If you're worried about relocating, don't worry about health care. Good health is our business . . . and we'd like you to worry a little less.

STRONG MEMORIAL HOSPITAL
Strong Memorial Hospital, the university-owned principal teaching hospital of the University of Rochester School of Medicine and Dentistry, is the tertiary referral center for a nine-county region.

ROCHESTER GENERAL HOSPITAL
Rochester General Hospital, on the north side of the city, is a 547-bed full service facility and major teaching affiliate of the University Medical School. A major cardiac surgery center, the hospital also offers specialized medical units, family centered maternity and pediatric care, ambulatory surgery, comprehensive psychiatric and emergency services.

THE GENESEE HOSPITAL
The Genesee Hospital is a 421-bed general hospital which has been servicing the Rochester community since 1887. This institution, respected for its clinical excellence, has also achieved national recognition for innovations in health delivery.

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Lakeside Memorial, an acute care non-profit community hospital serving the residents of Brockport and surrounding communities, is noted for quality individualized care.

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MONROE COMMUNITY HOSPITAL
Monroe Community Hospital, a County-owned teaching hospital specializing in the care of the chronically ill and the aged, emphasizes an integration of quality patient care with research and education.

HIGHLAND HOSPITAL
Highland, a 274-bed community hospital, provides health care and selected specialized services in a family centered environment. Highland's affiliation with the University of Rochester medical school includes teaching programs in internal medicine, surgery and obstetrics/gynecology as well as unique primary care residency programs in the departments of family medicine and internal medicine.

PARK RIDGE HOSPITAL
Park Ridge Hospital opened in Greece, a suburb of Rochester, in 1975 to serve the residents of northwestern Monroe County with 194 beds including an 18-bed intensive/coronary care unit. The hospital offers a full range of medical and surgical services utilizing the most recent treatment and technological advances available, and has an active, total-service emergency department and an ambulatory surgery center.

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The completely modernized St. Mary's Hospital provides a full range of inpatient, ambulatory and emergency services to residents of urban Rochester and surrounding communities. St. Mary's is an affiliate of the University of Rochester School of Medicine and Dentistry and is owned and operated by the Daughters of Charity of St. Vincent dePaul.

Three Rochester hospitals, Highland, Park Ridge and St. Mary's, have joined together as the Upstate Health System in order to enhance their capabilities and achieve potential economies.

and research centers at the university and also at Genesee, Highland, and Rochester General hospitals and provides services for cancer patients in a 10-county, Genesee-Finger Lakes region.

Another indication of the zeal and dedication of the entire regional health-care system is the fact that late in 1983, hospitals, nursing homes, and clinics announced plans for the expansion and renovation of their facilities at a figure approximating $291 million over the next two years.

The Finger Lakes Health Systems Agency, which oversees health facilities in an area covering Monroe, Livingston, Chemung, Ontario, Schuyler, Seneca, Steuben, Wayne, and Yates counties, reported that 61.2 percent of the requests for funding have come from the northern region and include planned capital expenditures for 1984 and 1985, as well as other plans through 1988. The eight hospitals in the northern region and their proposed expenditures for these years are as follows:

- Rochester General Hospital—$53 million by 1988
- Strong Memorial Hospital—more than $50 million by 1988
- Highland Hospital—about $36 million by 1988
- Park Ridge Hospital—$30 million for 1984, and more modest amounts in 1985 and 1986
- Genesee Hospital—$18 million by 1988
- St. Mary's Hospital—about $11.5 million by 1988
- Noyes Memorial Hospital in Dansville—nearly $10 million by 1988
- Lakeside Memorial Hospital in Brockport—$2 million in 1984 to buy and operate the adjacent Cupola Nursing Home

The high quality of health care and services in the Rochester metropolitan area does not rest alone with its hospitals and hospital-supervised clinics and health centers. Many other organizations and agencies contribute heavily to this superiority. These include:

- *The Rochester-Monroe County Chapter of the American Red Cross*, second Red Cross chapter in the nation after the organization's founding by Clara Barton in nearby Dansville. The chapter is a national leader in the Red Cross blood program, which accepts voluntary blood donations that over the years have saved untold thousands of lives. The American National Red Cross inaugurated its blood donation program in 1948, modeling it after Rochester's Legion of Blood Donors. The Legion was founded and maintained for many years by Rochester radio newscaster Alphonse J. Sigl, who convinced employers in the Rochester area that they would be doing humanity a great service by granting their employees time off to donate blood in special emergencies. Now Red Cross bloodmobiles work out of churches, schools, community centers, factories, and the local headquarters of the organization and procure nearly 100,000 pints of blood annually from volunteer donors in 15 upstate counties. The Rochester Red Cross chapter also operates a subcenter in Broome County, which serves the New York Southern Tier and a number of localities in Northern Pennsylvania.
- *The Department of Health of the County of Monroe*, which is responsible

Top: A newborn infant in intensive care at Highland Hospital

Left: Delicate eye surgery at St. Mary's using a computerized aspiration module

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for public health throughout the city of Rochester and the county and which also administers state health laws within the county. The department, directed by a qualified physician skilled in public health, is bolstered by a nursing division whose 200 public-health nurses make an average of 80,000 house calls a year to care for the feeble, the handicapped, and the bedridden. The department is also responsible for monitoring communicable diseases, registering vital statistics (births and deaths), and monitoring air and water resources.

The department's other functions are to supervise hygiene and sanitation, particularly in food-service operations, and to maintain chest, venereal-disease, rheumatic-fever-control, and child-immunization clinics, among others. It also furnishes inoculations for those traveling abroad and provides the vital services of a county medical examiner.

An important part of the department's operation is monitoring air and water pollution. The fact that Rochester's air is freer of pollution than that of most other American cities is a tribute to the department's efficiency. The department operates air-pollution monitors at 18 localities and a similar system that checks the purity of water resources, which include Lake Ontario, the upland lakes, Canadice and Hemlock, and artesian wells.

In addition, the Department of Health:

- Offers well-water testing services for residences, farms, industries, and commercial and institutional users who depend on wells for water supplies.
- Coordinates many of its operations in the areas of pollution with local industries and keeps a watch on potential polluters, an activity that in recent years has forced the closing of some 800 incinerators that could have contributed to air pollution.

Finally, the department cooperates with the Rochester Regional Office of the New York State Department of Health, which provides general public-health services to counties in the area without their own departments.

- *The Al Sigl Center*, a house of help and hope for the handicapped and disabled and their families, houses seven different agencies. These are

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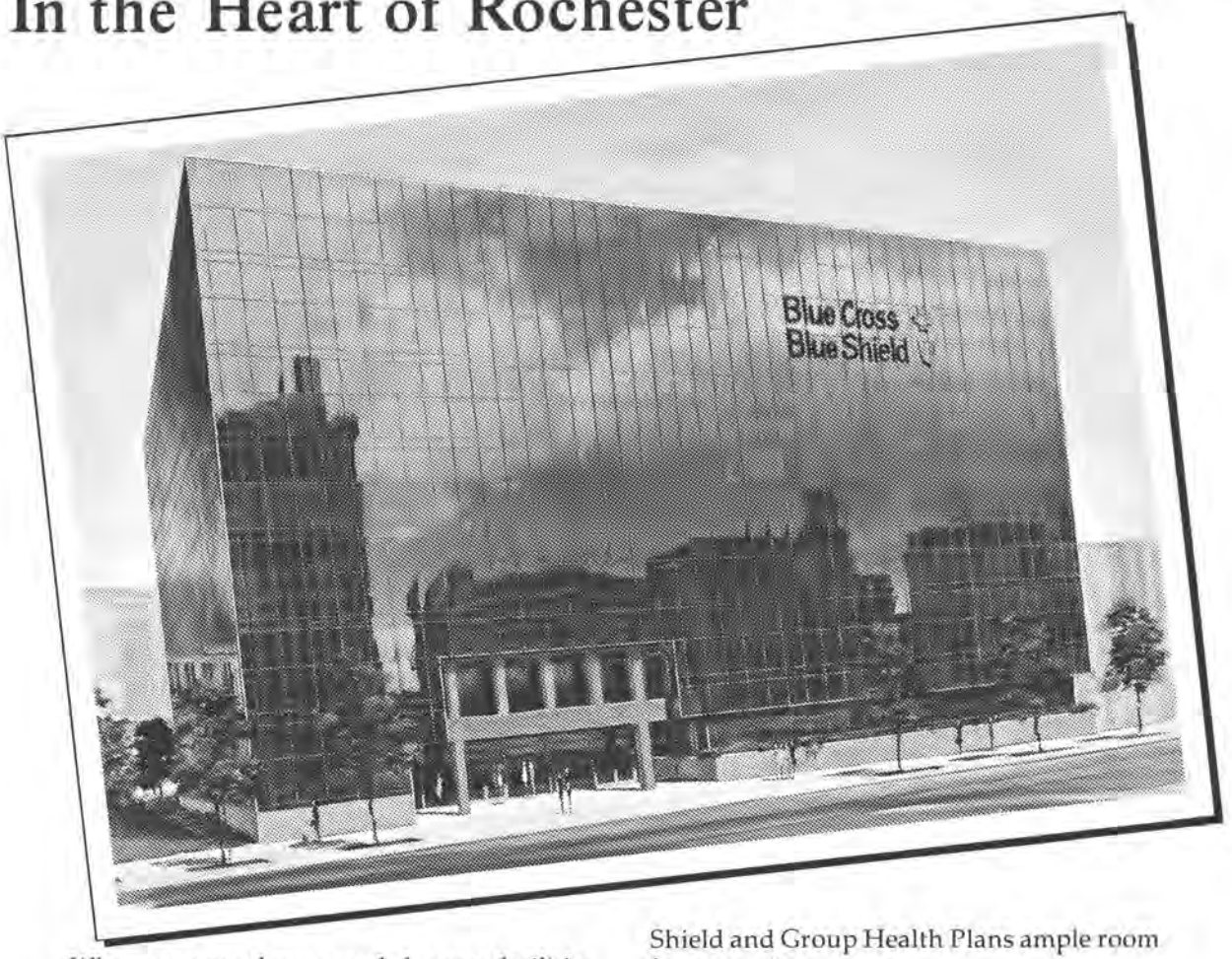

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autonomous in staffing, programming, and budgeting but use common facilities such as a therapy pool, cafeteria, greenhouse, gymnasium, library, and meeting rooms. The seven agencies are the following:

- *The Association of Retarded Citizens*, which offers counseling and rehabilitation in the areas of personal, social, educational, and vocational adjustment to persons 17 years and older.
- *The Hearing and Speech Center of Rochester*, an agency that serves more than 5,000 persons a year by conducting more than 30,000 sessions in speech, language, and hearing therapy and evaluation.
- *The Mary Cariola Children's Center*, which offers services to families with children through 21 years of age with developmental disabilities and/or severe handicaps and also provides home-care services for families with such children under five years old.
- *The Medical Motor Service*, which furnishes transportation for physically handicapped persons who cannot travel by bus or have no recourse to automobiles and who must visit clinics and other treatment centers.
- *The Rochester Area Multiple Sclerosis Society*, affiliated with the National Multiple Sclerosis Society, an agency that supports research and serves people with the disease through its neurology clinic, patient and family counseling, occupational therapy, loaned medical equipment, and group meetings for socialization, recreation, and exercise.
- *The Rochester Rehabilitation Center*, which serves more than 1,000 clients a year with a staff of 55 and emphasizes vocational adjustment for people with a history of school failure, people with inconsistent employment records, and those with poor family relationships.
- *The United Cerebral Palsy Association*, an agency serving developmentally disabled children through programs that help prepare them for entering public schools and also help them to overcome physical handicaps.

Many other agencies and institutions serve the people of metropolitan Rochester in meeting their health-care needs. Among them are the following:

- *The Monroe Developmental Center* and the *Rochester Psychiatric Center* on the state level; *Strong Memorial* and other hospitals with mental-health service programs; the *Convalescent Hospital for Children*, and numerous clinics and centers for counseling and treatment.
- *The Eastman Dental Center*, a unique institution blending patient care and community service, postgraduate education for already qualified dentists, and work in basic oral research. Since its founding in 1917 by George Eastman with Dr. Harvey Burkhart as its first director, the center has provided community service perhaps unmatched and certainly not excelled by any similar institution in the city's history. A major goal has been to furnish service to anyone in need of dental care but unable to bear its full cost. In one recent year, for example, nearly 40,000 adults and children visited the center for examination and treatment. Further, its commitment to the community reaches beyond its own on-premises service and programs. The center's Department of Community Dentistry, under a contract with Monroe County, instructs as many as 10,000 teachers and parents and 160,000 children in preventive oral care each year. It also gives diagnostic examinations each year to as many as 60,000 youngsters, of whom as many as 15,000 may be referred for immediate treatment.

The center, operating in conjunction with the Monroe County and Seventh District Dental societies, supports a mobile facility, which brings year-round dental care to children who would not otherwise receive it in schools and day-care centers throughout the county. The center also works similarly with the Jordan Health Center, the Westside Health Center, the Al Sigl Center, and the Monroe Developmental Center. In addition, the Dental Center cooperates with the Health Services Division of Monroe Community College by providing both clinical facilities and instruction in the training of dental hygienists and with the Rochester Dental Assistants School by providing clinical experience for its students. The center also maintains a close relationship with Genesee Hospital and the University Medical Center in training and consultation.

- *The Rochester Health Network*, founded in the 1960s with the assistance of Strong Memorial Hospital, is a health-maintenance organization dedicated to preventing illness, to administering comprehensive care when illness does occur, and to controlling rising health-care costs through more widespread outpatient services. With an enrollment of some 20,000 persons in the area, the network operates under Blue Cross-Blue Shield contracts. Its plan is comprehensive and convenient, and it offers its services through seven existing health centers at a reasonable, fixed cost.
- *The Rochester Area Hospitals Corporation*, founded in 1980 and including hospitals in Monroe and Livingston counties, represents the nation's most significant voluntary effort to contain hospital costs. Its Experimental Payments Program (HEP) was designed to slow the rise in hospital costs and care while maintaining local control of hospital services. The HEP program, as a demonstration project, was made possible by a cooperative effort of the Rochester Area Hospitals Corporation, other area hospitals, all levels of government, and the major insurers of medical care, among them Medicare, Medicaid, and the Rochester Area Blue Cross.

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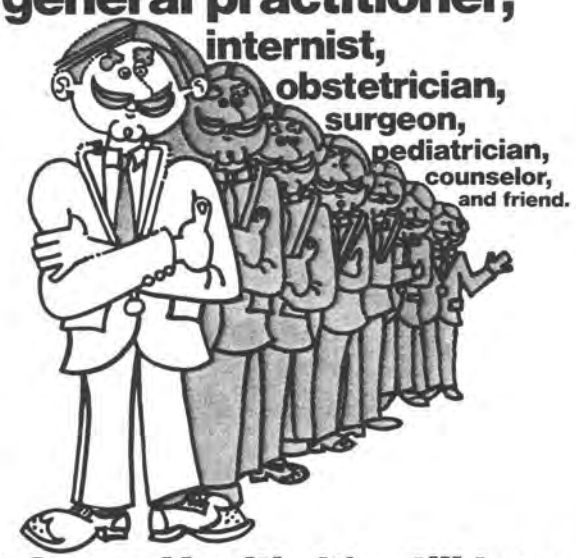

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Much of the credit for the high quality of life in metropolitan Rochester must go to its suburban towns and villages and the two cities in its statistical province—Geneva and Canandaigua, both in Ontario County. Rochester itself, with its many fine institutions of learning, art, and music, with its great stores and high-technology manufactories, its science and research centers and superior health-care facilities, both draws from and enhances its neighboring cities and villages.

GENEVA
Geneva, the largest of the exurban cities with some 15,000 residents, is situated at the foot of Seneca Lake, one of the fabled Finger Lakes of Central New York. It is known throughout the East for its neighboring resorts. Geneva is a center of learning, home to Hobart and William Smith colleges; a city of manufacture and culture; and a pleasant place to live with its lovely residential streets and homes. It also has an excellent daily newspaper in the Finger Lakes *Times*.

CANANDAIGUA
The second city is Canandaigua, a place of infinite charm, full of history, and mother of notable sons. In its early days it was the "capital" of western New York State, the seat of government, where most legal and financial business was done. Now one of New York's smallest cities with a population of about 10,000, it boasts one of the broadest and loveliest main streets in the nation, a progressive and lively downtown business area, many fine restaurants, and an outstanding yacht club, three fine golf courses, and splendid lakeside housing complexes. It is the home of one of the East's most outstanding tourist attractions, the fabulously beautiful Sonnenberg Gardens and Mansion, and of a U.S. Veterans Administration hospital. Many Rochester residents have summer homes on the shores of its lake, and many have moved there for year-round residence.

The quality of suburban life in the immediate Rochester area owes much to Monroe County's 10 villages, many of which are older corporate entities than the city itself. These are the villages, each with special attractions and charm of its own:

BROCKPORT
Founded by Hiel Brockway and incorporated in 1829, Brockport was the western terminus of the Erie Canal before its completion in 1825. In the late 1800s, it was the home of what was then Monroe County's largest industry, the huge Johnston Harvester Company. Today it is the setting for an outstanding State University College, the origins of which date back to the 1830s, when the Brockport Academy was established. Brockport now produces scholars and teachers, not harvesters. It is the metropolis of the town of Sweden.

CHURCHVILLE
Named for pioneer Samuel Church, Churchville was incorporated in 1855, long after it had been settled. It had the early advantage of being situated on the New York Central Railroad, which sent its first train through the village in 1836. Churchville is the centerpiece of the town of Riga.

Opposite page, top: An old church in Brockport; the town once was the western terminus of the Erie Canal

Right: Crossing the canal in downtown Fairport

EAST ROCHESTER

Situated partly in the town of Perinton and partly in the town of Pittsford, East Rochester originally was Despatch, named for its largest industry, the Merchants Despatch Corporation, manufacturer of railroad cars. No longer a car maker, East Rochester produces fine pianos, electronic devices, and other items. Perhaps more significantly, it produces fine athletes—for example, probably more professional golfers than any town of its size in the nation. Lively, progressive, and attractive, it is home to many of Rochester's professional people.

FAIRPORT

Also situated in the town of Perinton, Fairport, like a number of other Monroe County villages, is a canal town, but it was not incorporated until 1867. A village of quiet beauty, it is also home to a number of manufacturers. It has had a post office since 1822, a fire department since 1877, a waterworks since 1893, and it owns its own electric company.

HILTON

Hilton was founded by Jonathan Underwood in 1805 and is the prized possession of the town of Parma. Although named for the Reverend Charles A. Hilton, it has the distinction, among others, of having had more names than any other village in Monroe County. In the course of its history it has been called Salmon Creek, Dunham's Corners, Unionville, Tyler's Corners, and North Parma. Hilton is a resilient place with strong local pride and courage, both of which were demonstrated most recently by its speedy recovery from a devastating fire, which ruined its business section in 1965. Quiet and peaceful, noted for its surrounding apple orchards, it is regarded as an ideal place in which to live and operate a small business.

HONEOYE FALLS

Honeoye Falls originally was Norton's Mill, named for Zebulon Norton, who arrived at its creek in 1791, found its falls intriguing, and built a mill to take advantage of them. One of its customers was Brigham Young, who later led the Mormons to their promised land in Utah. Its later name, "Honeoye," is Iroquois for "finger on the ground." Its residents still take pride in the fact that their village's one-time mill was operating during George Washington's first term as president. Today Honeoye Falls is orderly and quiet, home of business and industry and fine eating places.

PITTSFORD

A village of the town of the same name, which was settled in 1789, Pittsford is old and lovely, at once a crossroads and a canal stop. It is still full of nineteenth-century atmosphere carefully maintained by the village fathers, having many fine old residences and handsome churches. Today it is also a place of intriguing shops and restaurants, and the headquarters of an outstanding group of weekly newspapers published by Wolfe Publications, Inc.

Above: Charming downtown Pittsford preserves an air of the past

Right: New apartments in Scottsville, one of Monroe County's loveliest villages

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SCOTTSVILLE

Scottsville, the town of Wheatland's sole village, was founded in 1790 by Isaac Scott of New Hampshire, who bought 150 acres of land from the Wadsworths, the Genesee Valley's most notable family, for the then-considerable price of four dollars an acre. He established a tavern and a farm and brought into being one of Monroe County's most beautiful villages. Scottsville is much admired by its visitors and most pleasing to its residents, many of whom do business in Rochester.

SPENCERPORT

The town of Ogden is 167 years old and its village, Spencerport, 117 years old. It was called Spencer's Basin when the Erie Canal first came by and is today known for its residences and quiet, comfortable way of life. Spencerport has the distinction of being served by the Ogden Telephone Company, which remains independent of the larger Rochester Telephone Corporation.

WEBSTER

Situated in the middle of farmland that once comprised 21,468 acres of soil and 612 acres of water, Webster Village retains a flavor all its own. It is a place of fine residences and bustling business and the focal point of an important manufacturing town that is home to the factories of Rochester's second-largest business, the Xerox Corporation, and to its largest publisher of books, the Lawyers Cooperative Publishing Company.

THE TOWNS

Monroe County's 19 towns have historic origins and each has a personality of its own:

Brighton

Probably Rochester's most intimately connected suburb, this superb town, by all rights, should be much larger than the 8,675 acres now within its borders. Rochester acquired 357 Brighton acres in 1823. Its lands were taken in both large and small bites to make Irondequoit possible, and Irondequoit was split off from Brighton in 1839. Brighton Village, which had 640 acres, was incorporated in 1855, but in 1905 Rochester annexed it. The town of Brighton now has 18 schools, 18 churches, and innumerable points of special historical significance. It remains one of the area's most desirable residential and retailing sectors.

Chili

Chili was settled as early as 1792 by the Joseph Morgan family, which raised its first fruit trees and grew its first grain, and it is still chiefly a residential and farming community. In 1869 it became the home of the Free Methodist Chili Seminary, founded by the Rev. B.T. Roberts, for whom Roberts Wesleyan College, now a fully accredited four-year degree-granting institution, has been named. Chili today would be an even larger residential town were it not for the fact that a large chunk of its land was appropriated for the construction of Rochester Municipal Airport, now the county-operated Rochester-Monroe County Airport. The airport is one of the busiest in the nation for a community of Rochester's size.

Clarkson

In Rochester's sesquicentennial year, the town of Clarkson is 165 years old. Originally densely wooded, much of its land was cleared for farming, and for many years it attracted vigorous settlers. In the War of 1812 against the British, it served as a depot for troops and supplies. The center of town activity then was Murray Corners, later known as Clarkson Village. Clarkson remains an agricultural and residential community.

Gates

Now densely populated by many who follow business and professional careers in the city, Gates was formed from the old town of Northampton in 1802, acquired the name of Gates in 1812 to

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honor Revolutionary War General Horatio Gates, and was incorporated in 1813. In 1808 it gave up part of its land to help form Riga and Parma, and in 1822 what is now the county's most populous town, Greece, was split off from it. It remains a splendid residential community.

Greece
Greece is a colossus among Monroe County towns. This remarkable place was named for the nation of Greece, where in 1821 a revolution broke out that stirred the sympathies of Monroe County residents. With its more than 80,000 residents, it is larger in population than most Upstate New York cities. The size of the population can be largely attributed to Kodak Park, the largest complex operated in Rochester by the Eastman Kodak Company. Greece has produced many of the county's strongest and most able political figures and is a considerable positive force in the county.

Hamlin
It is doubtful whether many sesqui-centennial-year residents of this farming and residential town realize that it was named for Hannibal Hamlin, who had the distinction of being vice president under Abraham Lincoln during Lincoln's first term. Now a town of some 4,000 inhabitants, it has no fewer than six hamlets—Hamlin Center, Hamlin Station, Morton, Kendall Mills, Walker, and North Hamlin, otherwise known as Thomasville. The town was incorporated in 1853 as Newton, later being known as Union and finally Hamlin Town.

Henrietta
Henrietta takes its name from Henrietta Laura, Countess of Bath and the daughter of Sir William Pulteney, who once owned a considerable piece of western New York real estate. This

lively and rapidly growing community has become a vital force in the government and the business of its county and region. Formed in 1818 from a portion of Pittsford, by 1960 it had grown to be home to 11,598 persons, and in the following 10 years nearly tripled its population to 33,000. It is still growing apace in virtually every respect.

Irondequoit
Curiously enough, although the entire county was carved out of territory once ruled by the Six Nations, Irondequoit is the only one of its 19 towns to bear an Indian name. Formed from a portion of Brighton Town in 1839 and now perhaps more than twice as big in population, Irondequoit is a powerful force in its county. Its name has been translated variously as "bay" or "opening into the lake" or "where the waves gasp and die." Irondequoit, which has no villages, once had its own village, Carthage, which like Charlotte and Brighton villages is now part of Rochester, where many Irondequoit residents now earn their living.

Mendon
Founded in 1813 and one of the county's oldest towns, this verdant place has attracted industry, farmers, golfers, and residents in ever-increasing numbers. Its village of Honeoye Falls is a manufacturing center. Its farmers grow everything from sunflowers to corn to wheat to vegetables. Mendon has many distinctions, among them the fact that an early settler was Brigham Young, who operated both a chair factory and a brick kiln near what is now Boughton Hill Road. Most of Mendon today is still open, green farmland.

Ogden
Ogden was split off from Parma in 1817 and named for William Ogden, a son-in-law of leading Parma citizen John Murray. It is home to some 12,000 persons, around 3,000 of whom live in its village of Spencerport. Until the 1950s, the town's principal industry was lumber, and it later built warehouses and fruit-processing plants. Today it is a community of farms and residences and a preferred place to live for many who work in the city, 10 miles away.

Parma
Northampton, later Gates, gave birth to

Henrietta Town Hall, center of government for a growing community

Parma in 1808. Its name is probably taken from the province and city of Parma, Italy. Home to more than 12,000 persons, it is Hilton's home town, too. The lovely country surrounding Parma is devoted chiefly to farming.

Penfield
Penfield has no village but its hamlet, Penfield, is one in everything but corporate name and designation. It has a lively business section, boasting many fine restaurants, and some rare old houses, which are landmarks in themselves. Penfield has its own country club and is a preferred residence of many whose businesses and professions take them to the city daily. Its name proudly derives from Daniel Penfield, who came to the region in 1795 and gained clear title to the entire township of 25,000 acres in 1803. It is now home to nearly 30,000 persons.

Perinton
Originally a part of the old town of Boyle, Perinton is named for its earliest settler, Glover Perrin, who arrived on the scene between 1788 and 1790. Its more than 32,000 residents include those who live in Fairport and in East Rochester, many of whom also pay taxes to the town of Pittsford.

Pittsford
Settled in 1789, Pittsford contains 24.8 square miles of Monroe County and metropolitan Rochester land. Simon and Israel Stone from Phelps and Gorham bought Pittsford's original 13,296 acres for 36 cents an acre, or $4,786. It was then known as Northwood, later became Boyle, and still later, Smallwood. A town of prosperous residents with a feeling for history, Pittsford's total assessed valuation, including the properties in its two villages, its farmlands, country clubs, and other choice pieces approaches $300 million today.

Pittsford Town is credited, historically, with many Monroe County firsts, among them the first schoolhouse, first library, first lawyer in the person of Simon Stone, first post office (1811), and first newspaper, the now long-extinct *Gospel Herald*.

Riga
The town of Riga forms the southwestern corner of Monroe County and abuts neighboring Genesee County. Once densely wooded and inhabited chiefly by wolves, bears, and deer, it was cleared by early settlers, among whom were the Churches. One of them, Samuel, gave his name to Riga's sole village. Riga is chiefly farming country now and a serene and quiet place in which to live away from the urban hustle and bustle.

Rush
Rush won its charter as a Monroe County township in 1818, by which time it had already contributed to the history of the region by providing a campsite for soldiers of Sullivan's Army. One of these soldiers, Captain John Ganson, was its first settler of record. The area has retained much of its original charm. Its productive acres, first cleared by its pioneers, some of whom were veterans of the War of 1812, are still producing. With neighboring Henrietta, Rush enjoys one of the finest public-school systems in the county, making it attractive to modern-day "settlers."

Sweden
This lovely town, named for either the country of Sweden or the town of Sweden, Maine (historians have never been able to decide which), was originally part of the one-time town of Murray. It comprises about 20,000 acres, which for decades have produced millions of tons of cereal grains and some of the finest fruit grown anywhere. It is also, as noted, the town of Brockport Village. Chartered in 1813, Sweden was the third town developed from the original Triangle Tract far west of the Genesee River. Now home to the State University College at Brockport, it also is home to the Lakeside Memorial Hospital, the only full-scale hospital operating in the county outside the city and its immediate environs.

Webster
Formed from a portion of the town of Penfield, Webster came into formal existence in 1840 and was named for Daniel Webster, the American statesman, whose name is borne by at least 29 other towns, counties, and villages. Today, with its busy and bustling village and its big industries, Webster is clearly a Monroe County town on the move. Expressways run through it. Developers seek its favors in building shopping centers. Originally an agricultural center, Webster has seen a steady decrease in the number of its farms. In 1875, it had 40 farms averaging 51 acres, but by 1954, had 247 farms with the same average. There were only 100 farms averaging 53 acres by 1969, and both figures are believed to be somewhat lower today.

Wheatland
Perhaps the only Monroe County town with an original name, Wheatland was formed in 1821, the year of the county's official birth. It originally was a part of the Livingston County town of Caledonia and was called Inverness. In the days of Rochester's preeminence as a flour-milling center, Wheatland was one of the prime producers of Genesee Valley wheat, the finest grown anywhere. It no longer has this status, but the town still prides itself on its farming and on its village, Scottsville, which is home to about 2,000 of its more than 4,200 residents.

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DYNAMIC MARKETPLACE

In few comparable areas in the nation are the opportunities for shopping as varied and intriguing as they are in the Rochester area.

Changing times and changing customs have brought new products and outlets for shopping. In this sesquicentennial year, the mobile Rochester area shopper has a wider variety of choices than ever before.

The buyer of household goods, groceries, produce, appliances, apparel, musical instruments, electronic devices, computers, games, shoes, stationery, books, drugs—whatever is needed for personal or business life—has a choice of approximately 120 shopping centers, plazas, and malls in addition to the traditional business districts of the metropolitan area's three cities and many villages and hamlets. Approximately 970,000 persons who live and work in the area generate an annual volume of retail business estimated at almost $4.8 billion. Of this, more than $3.5 billion is spent in Monroe County alone.

Despite the dramatic movement of people and retail businesses to the suburbs in the past 30 years, the downtown concept is alive in Rochester itself, where the key words are "save," "build," "improve," and "expand." This spirit goes hand in hand with traditions of service that Rochester retailers have established over many decades and, in a number of instances, over more than a century.

In downtown Rochester, the principal

retail business is conducted within the area of the city's inner traffic loop, bounded on the east by Alexander Street, on the west by Plymouth Avenue, on the south by Court Street, and on the north by Andrews Street. Here are large department stores and smaller specialty shops, most of them quality operations. They include Sibley, Lindsay & Curr Co., upstate New York's largest retail organization, which has branches throughout the area and in Syracuse and Buffalo; Likly's, a luggage and leather-goods retail business, like Sibley's more than a century old; and at least two other centenarian establishments—Whillock Brothers, a men's apparel store, and William Eastwood & Son, a shoe retailer.

Two anchors of the downtown retail complex and regarded by many as its saviours are McCurdy & Co., Inc., a department store, and B. Forman Co., a women's specialty store now owned by McCurdy's. It was the principals of McCurdy's and Forman's who more than two decades ago, with the cooperation of the Rochester city administration, developed Midtown Plaza, the nation's first downtown shopping mall, which virtually guaranteed the survival of retail business in the city's central core.

The availability of adequate parking space at reasonable rates has been a boon for downtown businesses. This is provided by numerous off-street parking lots, a number of municipally operated ramp garages, and two multi-floor underground garages containing 2,000 spaces, one operated in conjunction with the Rochester Civic Center, and the other lying beneath the Midtown Plaza tower and retail complex.

The liveliness of downtown Rochester is enhanced by a number of

Above: The Rochester Public Market attracts crowds of produce purchasers

Opposite: Downtown Rochester's Main Street shopping district

special events. These include curbstone arts-and-crafts shows, an annual Oktoberfest program and other ethnic events staged at the year-round Downtown Festival Site bounded by Woodbury Boulevard, South Clinton Avenue, and South Street; and sidewalk sales. Most of these recurring events are sponsored by the Chamber of Commerce Downtown Promotion Council and supported by the Chamber's Retail Merchants Council. They are welcome signs of downtown Rochester's renewed prosperity and bright future.

It is generally conceded that the real miracle in downtown Rochester was wrought by the McCurdy and Forman brothers who made Midtown Plaza a reality. This meant acquiring properties, changing street plans, eliminating some streets, designing new thoroughfares, and constructing a three-level underground garage in the very heart of the city retail district.

The Midtown Plaza mall and its companion Midtown Tower, an office and restaurant facility, are already a downtown landmark. Their newer neighbors, the handsome dark Xerox Tower and the gleaming white Lincoln First Tower, are linked to Midtown by attractive covered walkways.

The plaza itself now houses more than 90 businesses, including the flagship stores of both McCurdy & Co. and B. Forman Co., and has more than 1.5 million square feet of floor space. Operated by Midtown Holdings Corp., the entire Midtown complex has become one of western New York's primary attractions. It is a showplace continuously alive with special events and exhibits and, most important, with people—shoppers, sightseers, and businessmen and -women on the move.

The Midtown-Xerox-Lincoln First tower complex houses the working corps and headquarters of some of Rochester's most important businesses.

Rochester headquarters of Rochester-born Xerox Corp. is situated in Xerox Tower. Midtown Tower is home to the headquarters of Sybron Corp., a half-billion-dollar conglomerate of quality manufacturers. Lincoln First Tower houses the headquarters of the area's largest banking institution, Lincoln First Bank, N.A., and the headquarters also of the city's oldest manufacturing company, Bausch & Lomb, Inc.; the city's largest law firm, Nixon, Hargrave, Devans & Doyle; and Gannett Co., Inc., the nation's largest newspaper group, a multifaceted communication enterprise with more than $1 billion in annual sales.

Suburban shopping centers have changed the American way of life and Americans' shopping habits. Many of Rochester's downtown retail businesses are represented in handsome suburban malls and plazas throughout the metropolitan area. Principal shopping complexes serving the immediate Rochester suburbs and adjacent towns and villages include the following:

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Covering 1.1 million square feet of interior floor space, the 150-store Marketplace Mall, on W. Henrietta Rd. in Henrietta, was opened in October 1982 and is the largest of its kind between Long Island and Cleveland. Its management reports that customer traffic was 25 percent heavier than anticipated. At least one-quarter of the thousands of customers attracted to the Marketplace have come from outside Monroe County, many from the Southern Tier of New York State and from Canada. A huge success in its own right, the Marketplace has also had a positive impact on its neighboring area in suburban Henrietta, with many new businesses opening to attract mall-bound customers.

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Eastview Mall is situated in Victor, Ontario County. The shopping complex has 900,000 square feet of floor space in stores of 5,000 square feet or more. There are 95 stores on 40 acres of land and parking space for 4,500 automobiles. Built by the developers of Marketplace, it was opened in 1971 and enlarged in 1973.

PITTSFORD PLAZA
Developed by the builder of Eastview and Marketplace, Wilmorite, Inc., this spacious facility is situated on Monroe Avenue in suburban Pittsford, east of Rochester. It was opened in 1961 and enlarged seven years later. Pittsford Plaza houses 42 businesses, 17 of which occupy 5,000 or more square feet of floor space in total of 520,000 square feet, and has parking for 2,800 automobiles.

LONG RIDGE MALL
Situated in Monroe County's most populous town, Greece, this facility encompasses 700,000 square feet of retail space devoted to stores of 3,000 or more square feet. The mall houses more than 60 businesses and has parking for 4,000 automobiles on 75 acres of land. Long Ridge Mall is the second-largest shopping plaza in terms of business volume in Monroe County.

GREECE TOWN MALL
Also situated in Greece, which has more

residents than most cities in Upstate New York, Greece Town Mall occupies 40 acres and has space for 2,500 automobiles and 53 businesses, 13 of which occupy 5,000 square feet or more in a total of 420,000 square feet.

SOUTHTOWN PLAZA
Southtown, one of the county's earliest and busiest suburban shopping complexes, was opened in 1956 and enlarged three years later. When the Marketplace Mall opened across West Henrietta Road from Southtown, some observers were pessimistic about Southtown's future, since Sears, Sibley's, and JC Penney Co., its anchor stores, were all moved to the newer location. But Southtown has proved resilient and vigorous and is now a center of many quality discount and off-price retail operations, which are attracting many customers.

PANORAMA PLAZA
Serving residents of the northeast sector of Monroe County, Panorama Plaza was opened in 1959 with 34 stores, 8 of them with more than 5,000 square feet of space, and parking for 3,400 cars.

In 1983 these establishments generated nearly $3 billion in sales, compared with $1.6 billion in 1972 and $2.3 billion in 1979. Perhaps $500 million of the 1983 total can be attributed to the operations of privately held Wegmans Food Markets, Inc., and Star Supermarkets, Inc., acquired in 1982 by Peter J. Schmidt Co. of Buffalo, a division of Loblaw's, Canada. The two big food chains, with approximately 80 large supermarkets, do an estimated 60 percent of the retail food business in the immediate Rochester metropolitan area. The Wegmans markets are a division of Wegman Enterprises, which, among other successful operations, also owns and operates Chase-Pitkin home centers throughout the area.

The Rochester Area Chamber of Commerce, through its Department of Retailing and Retail Merchants Council, keeps a finger on the retailing pulse of the Rochester area and in addition offers merchants many services that

Downtown Rochester's convenient, bright Midtown Mall

make for more efficient operations in their various areas of retailing specialization. These services include:

- *Seminars and workshops* designed to reduce shoplifting and internal theft.
- *Information on legislative issues* affecting retailing and representation at retailing conferences in the State of New York.
- *Liaison activity* between retailers and local government agencies on such problems as littering, rubbish removal, sidewalk snow clearance, and on-street metered parking.
- *Promotion* of special downtown events designed to attract shoppers to the city's central area. They include I Love Downtown Day, the Oktoberfest, LaFiera Italiana, the St. Patrick's Day celebration, curbstone art, craft and music festivals, and during 1983 a quarter-million-dollar Christmas-decoration program was implemented.
- *Arrangement of free parking and transportation service* during holiday shopping seasons, along with special promotions in cooperation with the city of Rochester and the Rochester-Genesee Regional Transportation Authority, which operates the city's public transit system.
- *Improvement* of retail store hours to reduce customer confusion.
- *Maintenance* of a countywide retail-emergency-alert system capable of generating spontaneous action in emergency weather situations and other occurrences that could affect the retailing industry.
- *Assistance* to new retailers on matters pertaining to parking, sanitation, security, and local laws and ordinances affecting their industry.
- *Development* of wage and fringe-benefit information.
- *Maintenance of a referral service* for inquiries about the retailing industry.
- *Implementation of beautification programs* to make the city more attractive to residents and visitors.
- *Coordination of retail closings* in emergency situations.

Local Chambers in most of the area's towns and villages offer similar programs and services to better conditions for retailers and their customers.

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Rochester is served by several commercial airlines and air-freight specialty companies. American Airlines, Eastern Airlines, United Airlines, USAir, Empire Airlines, and feeder airline services carry huge quantities of freight, and fly almost two million passengers in and out of Rochester every year. The Rochester-Monroe County Airport is the fourth largest in New York State and one of the busiest airports in the East.

Travel in private aircraft owned by individuals and by corporations like Gannett, Eastman Kodak, Xerox, and General Motors is extensive, strengthening the city's position as a vital air-transport center. In addition to corporate aircraft based at the airport, the field is also home base to Page Airways, a successful air-transport company. These and operators of smaller planes used for business and/or pleasure account for an average of 200,000 takeoffs and landings each year.

Rail-freight service is available on both Conrail and the Chessie system, once the Baltimore & Ohio and Chesapeake & Ohio railroads. Amtrak serves the region with passenger rail service, while both the Greyhound and Trailways bus systems are available for those who prefer motorcoach travel. Local bus service is furnished by the Regional Transit Service, operated by the Rochester-Genesee Regional Transportation Authority.

More than 75 motor carrier companies provide regional, statewide, and nationwide freight service and also move manufactured goods and produce north to Canada and south to Mexico and Central America.

The New York State Barge Canal, successor to the great Erie Canal, which crossed the Genesee River in the heart of downtown Rochester and carried the city's flour to the cities of the burgeoning Midwest, now crosses the city at its southern boundary. In season it transports petroleum and bulk items into the region, in addition to providing a safe and pleasant vehicle for pleasure and recreational craft of many types.

Metropolitan Rochester is linked to other areas in New York State by a number of state highways and by the New York State Thruway (Interstate 90), which exits at three points in the area, all only a few minutes away from the city proper: Exit 45 in Victor, Ontario County; Exit 46 in Henrietta, Monroe County; and Exit 47 in LeRoy, Genesee County. Interstate 90 is linked with the city by Route 490, which not only moves large numbers of visitors and residents in and out of the city but also provides a quick route for those who live in rural and suburban areas

Opposite page, below: Public transportation in Monroe County is as simple as boarding a bus

Below: Area residents "getting into training" at the Amtrak station

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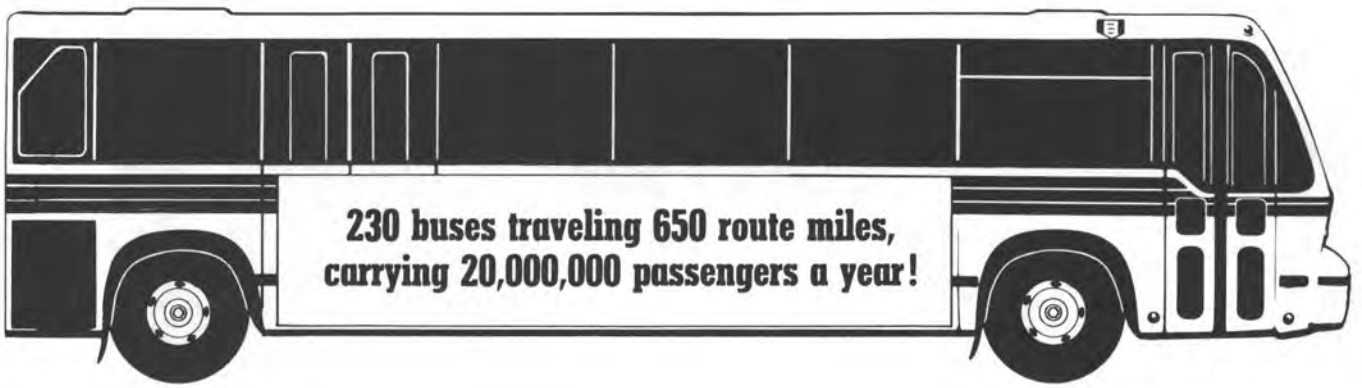

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and work in the city. The thruway links Rochester to its New York sister cities in the the East and, with Route 81, provides Rochester-area people with easy access to the state's North Country and Southern Tier. Regional motorcar, motorcoach, and truck transportation to the south and north of the city is made quicker and smoother by Routes 590 and the Genesee Expressway (Route 390).

Lake Ontario, an important link in the St. Lawrence Seaway, keeps Rochester in touch with the lakeport cities of the Midwest, with the eastern metropolises of neighboring Canada and Newfoundland and Nova Scotia, and provides an oceanic link with the British Isles and Europe.

The Genesee River is no longer important in the city's commercial transportation complex. However, its mouth provides mooring and shelter for hundreds of sailing and power craft. Moreover, the river, from the lake south to the last of its great falls, is a scenic waterway reminiscent of the fabled Thousand Islands country of the St. Lawrence River.

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THE LIVING IS EASY

The residential character of metropolitan Rochester has many different faces. Some residences are spectacularly beautiful. Some are modest. Some are very old. Many are new, reflecting new styles of architecture and modes of living. Some are for the rich, others for the prosperous middle class. There are residences that provide comfortable living quarters for those less fortunate, and many designed specifically to offer ease in living for the area's considerable senior-citizen population.

Years ago Rochester was famous as "the city in the woods." It still boasts thousands of magnificent trees, and the city adds more every year. Many of the great elms have gone, but its magnificent oaks and maples, along with many evergreens, birches, and lindens, thrive, and in the springtime, its magnolias and lilacs cover whole neighborhoods in sweet-scented bloom.

In the mid-1980s, the words "preservation" and "restoration" describe the goals for much of inner Rochester. These goals were defined in the 1960s when enterprising individuals purchased deteriorating housing for rehabilitation, giving old structures new life and extending their future for many years. This enthusiasm for preservation coupled with a vigorous urban-renewal program has accomplished wonders. Substandard housing has been leveled, while much that is virtually priceless, both historically and intrinsically, has been saved.

It has always been Rochester's proud boast that it is an area of home owners. In the early days, the millers who clustered on the Genesee were joined by other manufacturers, merchants, and craftsmen. They became the town's elite and began building their homes east and west of the river, extending the residential sections as the decades rolled on. Many of their magnificent nineteenth-century mansions still stand

Top: High-rise apartments on the Genesee River downtown

Above: A quiet waterfront home on Irondequoit Bay

on East Avenue, Lake Avenue, St. Paul Street, Chili Avenue, West Avenue, and Mt. Hope Avenue. But after the first World War, second and third generations of earlier families joined the movement to the suburbs. Many of the great houses built and occupied by their forebears were converted into apartments, clubs, professional buildings, and business headquarters, a trend that not even rigid zoning requirements could stop entirely. One advantage of the conversions has been that the new occupants have preserved the handsome exteriors of these structures.

Newcomers to the area sometimes find themselves in awe of the workmanship that went into many of the handsome early houses built by master carpenters and cabinetmakers—wonder-workers in wood. Many have handsome wood paneling, thick doors of woods like birch mahogany fitted with cut-glass knobs and hinges and locks of brass; leaded-glass windows; spacious master bedrooms, dens, parlors, living rooms, sun porches, verandas, and occasionally attached greenhouses or gazebos. In recent years, energy conservation has brought a renewed interest in fireplaces; the presence of these in many older homes increases their value and desirability.

The Real Estate Board of Rochester, a highly professional organization affiliated with the National Association of Realtors, has been largely responsible for awakening public consciousness to the desirability of solidly built, older residences in the city and some of the older suburban areas. The board has more than 2,500 members, of whom about 550 are licensed realtors. These realtors and their sales forces handle almost all of the real-estate transactions in the area.

More than 60 percent of Rochester-area homes are owner-occupied, making the availability of houses for rent somewhat limited. However, homes for purchase and apartments for rent are found in a variety of neighborhoods and areas throughout the county.

Virtually every type of housing suitable to nearly every kind of financial situation is available in the city of Rochester and its immediate environs. These range from smaller two- and three-bedroom urban and suburban homes, mostly constructed in the prosperous 1920s of excellent materials, to the more modern ranch types and other contemporary styles in the suburban areas. The cost of these, especially in suburban developments, depends largely on how much land they occupy. For example, in the fashionable Browncroft area on the city's eastern edge, a development of the 1920s, houses have been available in the last several years from about $40,000 to slightly more than $100,000. However, in the newer Browncroft development in neighboring Brighton, houses are far more costly. The price range for dwellings in the suburban towns of Brighton, Pittsford, and Perinton in recent years has ranged from about $85,000 to $150,000 and $200,000 and sometimes more. Price ranges in some of the more rapidly growing suburban towns such as Greece, Henrietta, and Webster are roughly comparable.

Housing in Brighton and Pittsford brings perhaps the highest prices, on an average, in the region. The following table, submitted by the Real Estate Board of Rochester for a fairly typical week of sales activity, October 31-November 4, 1983, given comparable figures for other suburban communities.

The trend toward townhouse and condominium living has been vigorous in the Rochester area. Expressways and parkways have made living away from the city most attractive to business and professional people, many of whom now live in attractive townhouse complexes

Above: Surrey Hill apartments in a parklike setting in Henrietta

Opposite page, top: Charmingly restored historic homes in the Corn Hill area

or lakeside homes that are only minutes away from their offices and plants. The townhouse idea has been accepted in the city as well, and streets like East Avenue and Park Avenue now have their share of such residences. Tastefully designed and built, they generally fit in well with their older, more traditional, surroundings.

Historic East Avenue, once a street of mansions built by leaders of business and industry, is now the address of luxury apartment buildings like 1600 East Ave., 1400 East Ave., and the Renaissance in neighboring Brighton.

Desirable apartments are also available in such high-rise developments as Manhattan Square, Seth Green Village, and the Plaza downtown.

Traditionally conservative, Rochester nevertheless moves with the times. Realtors report a strong market for housing for single persons. This is the cumulative result of a steady increase of women in industry and business at the management level and the desire of both men and women for the privacy of single-dwelling living.

	Oct.31-Nov.4, 1983		Year to date		1982 to date	
	Sales	Av. price	Sales	Av. price	Sales	Av. price
Brighton	7	$108,500	352	$88,030	233	$85,588
Chili	4	65,450	168	62,972	134	57,364
Clarkson	1	55,000	36	58,919	21	56,895
East Rochester	1	51,000	49	48,710	37	45,353
Gates	6	58,967	267	57,674	199	52,102
Greece	34	58,397	815	60,517	550	53,801
Hamlin	1	65,500	113	51,947	74	37,848
Henrietta	8	60,175	324	57,765	245	53,042
Irondequoit	12	63,651	499	62,114	376	55,757
Mendon	2	85,450	77	88,836	44	80,406
Ogden			105	63,181	93	60,219
Parma	8	58,600	105	61,179	71	55,629
Penfield	5	72,320	283	79,229	174	73,493
Perinton	10	85,370	450	87,027	345	80,045
Pittsford	7	100,571	359	115,237	228	111,680
Riga			31	57,226	19	47,021
Rush			25	84,076	20	62,600
Sweden	5	51,100	70	59,670	70	55,937
Webster	3	99,667	264	73,638	157	67,046
Wheatland	2	82,750	38	58,966	25	49,852
Totals	116	$69,451	4,430	$72,000	3,115	$65,505
Rochester	57	$44,354	1,863	$41,889	1,450	$35,980

NAME YOUR PLEASURE

Traditionally a sports-minded community, the Rochester area offers opportunities in abundance for participants and fans of a variety of sports, as well as other recreational activities.

The city's interest in organized sports dates back to the mid-1820s when Thurlow Weed, newspaper editor, lobbyist, Whig, and William H. Seward's political alter ego, reported that he had gone to play baseball "down by the river." As Abner Doubleday, later a general in the U.S. Army, is said to have invented the game somewhat later, Weed may have been more of a sports pioneer than he realized.

Rochester has fielded professional teams since 1877, when the city entered the first minor baseball league in the country, the International Association.

BASKETBALL

A basketball town, Rochester has contributed many players to the professional ranks. Its colleges field teams that rank well in Division III competition. Its high schools draw thousands of visitors to both regular games and the annual Section V high school basketball tournament. Two outstanding college tournaments fill in the basketball scene. One draws the pick of area college teams and the other attracts high-ranking teams from colleges and universities throughout the nation.

Area colleges and high schools maintain their own courts and gymnasiums. Most tournaments and exhibitions are played either at the Dome Arena in suburban Henrietta or in the downtown Community War Memorial, home also of the Rochester Americans of the American Hockey League.

BASEBALL

Schoolboy, college, and Little League baseball are played enthusiastically in Rochester, as are Little Guy soccer, Junior Hockey, and Pop Warner football. But thousands who love warm and balmy summer evenings and regard the crack of the bat and the roar of the crowd as the sweetest of all sounds will be found at Silver Stadium from April to September. This is the home of the community-owned Rochester Red Wings of the International Baseball League, a Triple-A team long regarded as the finest of all minor-league operations in the nation.

Operated by Rochester Community Baseball, Inc., which is owned by more than 8,000 fans and their families, the Wings have a working agreement with the 1983 World Champion Baltimore Orioles of the American League. Many of the stars of the Orioles and other major-league teams have tried their wings as Rochester players and have flown to baseball's highest pinnacle.

HOCKEY

Baseball buffs may be dedicated—some fanatic—but no more so than hockey fans, who fervently support the Rochester Americans of the American Hockey League, a farm club of the Buffalo Sabres of the National Hockey League. The Americans, 1983 Calder Cup champions of their league, play at home in the Community War Memorial from October through March. The War Memorial hosted its first professional teams in the early 1950s.

Above: Cycling along the Canal Park Trail near Pittsford

Opposite page, top left: Golf enthusiasts flock to Rochester's many courses

Opposite page, top right: Hockey with the Rochester Americans

Opposite page, bottom: A shoreline view at Ontario Beach Park

Junior, schoolboy, and college hockey have become increasingly popular throughout the Rochester area.

BOWLING

Rochester is a nationally recognized bowling capital. It boasts more than 1,100 lanes in 85 bowling establishments and more bowlers per capita than any other American city. It has produced tour bowlers and professional champions and has been host city to the championship tournaments of the American Bowling Congress and state organizations.

Metropolitan Rochester offers many leagues and programs for men, women, and children—high schoolers and other youngsters, industrial workers, business and professional people, country-club and classic bowlers. It has been estimated that more than 100,000 persons bowl in regular leagues or individually in Rochester. The Rochester Bowling Association and the Rochester Women's Bowling Association supervise their formal competitions.

GOLF

Golf may be said to be Rochester's ruling passion.

The variety and availability of courses, the opportunity for play and competition, and the further opportunity of seeing some of the

game's finest players in annual tournaments all add up to create a golfer's paradise.

The immediate region is the site of more than 30 private, commercial, and municipal golf courses. Several are of championship caliber, recognized as superior tests by the United States Golf Association (USGA), the Professional Golfers Association (PGA), the Ladies Professional Golf Association (LPGA), and the New York State Golf Association.

The most celebrated and challenging of Rochester's courses is the East Course of Oak Hill Country Club in suburban Pittsford, which this year hosts the USGA Senior Open Championship. Interestingly, the first great tournament for professionals played on the East Course was the Hagen Open in 1934, the city's centennial year. In 1980, the East Course was the site of the PGA's 62nd Championship, won by Jack Nicklaus. It was also host to the 1949 USGA Men's Amateur Championship and the USGA Open championships in both 1956 and 1968.

Founded in 1895, the Country Club of Rochester has hosted two USGA Women's Open championships and one USGA Women's Amateur Championship.

Locust Hill Country Club in suburban Pittsford and Henrietta is the site of the annual Rochester International, a favorite stop on the women's professional golf tour and an event sponsored by the Rochester Area Chamber of Commerce and 10 corporate founders. Managed by the Disabled Children of Monroe County Golf Tournament, Inc., an organization representing 19 Rotary clubs in the county, the LPGA classic and its predecessors have raised more than $650,000 in the past five years to benefit disabled children in Rotary camps Haccamo and Sunshine. Rotarians and hundreds of other volunteers from the community supervise the tournaments.

The region itself has produced a number of regional, state, national, and international champions, the most famous of whom was the colorful Walter Hagen, who began his career as a caddie and later became a professional at the Country Club of Rochester. A golfer bred in Rochester has won every major golf championship with the exception of the British Amateur and the Master's and the Women's USGA Open and Amateur titles. Rochester's trophy case holds the symbols of victory in the U.S. and British opens, the PGA, and the U.S. Men's Amateur and the National Public Links championships. Few other regions can match this proud record.

SKIING AND ICE SKATING

Mother Nature and modern technology have combined to make the Rochester region a mecca for skiers of every class. All within an hour's drive of the city are Bristol Mountain in Ontario County, Brantling Hill in Sodus, and Frost Ridge in LeRoy and Swain. Bristol Mountain offers the longest vertical drop of any ski run between the Adirondacks and the Rockies. It has three double-chair lifts, one triple-chair lift, slopes for both beginners and experts, night skiing, and, when necessary, artificial snow. Monroe County-maintained Powder Mill Park has two ski lodges, two rope tows, a 30-meter Olympic jump, and also has facilities for making artificial snow.

Rochester is a magnet for the finest figure skaters and was host to the 1983 Skate America competitions. For enthusiasts of this popular old pastime, there is indoor ice skating from September through March at the Frank Ritter Memorial Arena, home of the Genesee Figure Skating Club, on the campus of the Rochester Institute of Technology. There is also outdoor ice skating at Xerox Square in downtown Rochester and on rinks maintained throughout the season at city and county parks.

FISHING

The countless devotees of this ever-popular sport can find an abundance of fishing spots in the Rochester area. All of New York's fabulous Finger Lakes are within about an hour's drive of the city. The city itself and some of its suburban towns like Irondequoit, Greece, Webster, and Hamlin are on the southern shore of Lake Ontario, one of the great American inland seas. The lake offers splendid fishing, sailing, and boating and attractive beach areas supervised by city, county, and state, most of them with outstanding picnicking facilities.

On April first of each year, trout anglers converge on the area's numerous brooks and streams. Most popular are Catherine and Naples creeks. In season, panfish like yellow perch, calico bass, and bullheads are plentiful in Braddocks Bay, Cranberry Pond, Long Pond, Duck Pond, Irondequoit Bay, and Mendon Pond. Irondequoit and Braddocks bays produce Northern pike, and Lake Ontario itself offers an abundance of largemouth bass, lake trout, and salmon, the last of which are taken from the Genesee River north of its great falls.

A highlight of the fishing season is the annual Empire State/Lake Ontario Trout and Salmon Derby, sponsored by the Cortland Line Company. This competition carries prizes of more than $50,000 in cash and merchandise and attracts several thousand participants each May.

SAILING AND BOATING

The good life is not tied solely to the land. The Rochester area's many lakes and its big one, Ontario, and its bays lure sailors and boaters by the thousands.

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All types of sailing craft cruise under the banners of the Rochester Yacht Club, the Newport Yacht Club on Irondequoit Bay, and the Canandaigua Yacht Club on the west shore of Canandaigua Lake, among others. These organizations conduct full seasonal schedules of regattas and races, the most celebrated being the famous Canada's Cup Race, a social and sporting event of high rank.

Affiliated with the U.S. Power Squadrons is the Rochester Power Squadron, a private, nonprofit, non-governmental, and nonmilitary association of socially compatible adult American citizens who have as a common bond a love of boating and yachting. The Power Squadron includes boats powered by engine, sail, or hand. Pleasure is not its sole reason for being. As a civic service, it conducts free 10-lesson boating courses for men, women, and children age 12 and over. The squadron also reports corrections or deficiencies in nautical charts. It works closely with the U.S. Coast Guard station in Rochester, with its auxiliary, with yacht and boat clubs, and with the American Red Cross to foster an interest in maintaining safety on and in the water.

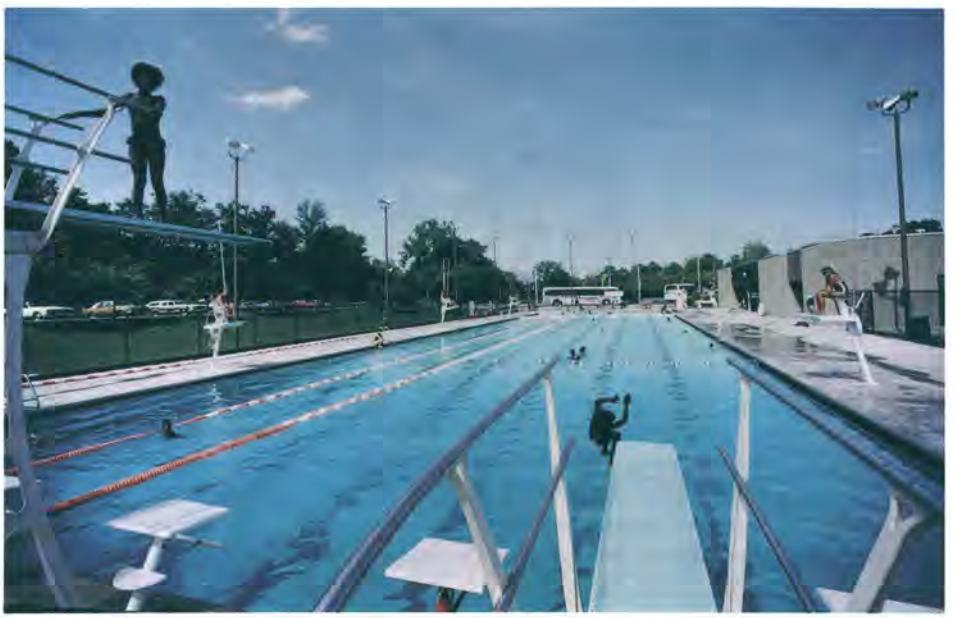
PARKS

Few cities and counties of any size can offer such a variety of beautifully maintained parks as Rochester and Monroe County.

These facilities have been designed for picnicking, the less strenuous sports, strolling, and just plain sitting while enjoying the restful beauties of nature.

The city and county have combined to maintain a park system that offers a zoo; golf courses; the world's finest display of lilacs in season; a conservatory; areas for baseball, horse riding, tennis, skiing, swimming; and other attractions.

Perhaps the greatest gift to those who use and enjoy city and county parks is their beauty. Rochester's soubriquet, "The Flower City," was bestowed in large part because of the splendor of the parks' floral displays. The annual show of lilacs in Highland Park each May, for example, draws visitors from all over the United States and beyond.



Going off the deep end at the Genesee Park Pool

NEARBY SCENIC WONDERS

Those who seek their leisure inland will find a great variety in Upstate New York's scenic wonders, most of them easily accessible by automobile from Rochester. To the east are the Finger Lakes and the storied caverns; to the northeast the majestic St. Lawrence River and the beauties of the Thousand Islands; to the west the Niagara Frontier and the great falls.

The lovely "mini-Finger Lakes"—Honeoye, Conesus, Canadice, and Hemlock—are close neighbors. The Genesee State Park and Recreation Commission supervises several other recreation areas: Braddocks Bay, Darien Lakes, Hamlin Beach, Lakeside Beach, Silver Lake, and the most spectacular of all, Letchworth State Park, with its great Mount Morris Dam. The dam was built in the 1940s by the U.S. Army Corps of Engineers and has been a saviour of the Genesee River Valley north of its site when springtime brings flood time to the lowlands.

Letchworth, 35 miles from Rochester, is breathtaking the year around but especially so in summer and fall when it attracts thousands of visitors. Called "The Grand Canyon of the East," its gorge is the crowning feature of a wooded and meadowed tract of some 14,000 acres that has three major waterfalls, the famous Glen Iris Inn, 82 cabins, 300 tent and trailer sites, two swimming pools, eight picnic and play areas, a pioneer and Indian museum, and numerous trails that offer the visitor an opportunity for close communion with the wonders of nature.

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THE ARTS ARE LIVELY

The Rochester area is book, music, art, dance, and theater country, where virtually all of the arts flourish and find broad support. Perhaps because of its schools and colleges, a number of which foster the arts in various undergraduate and graduate courses, the immediate Rochester area is home to musicians, sculptors, painters, craftspeople, writers, composers, poets, novelists, and historians. Celebrated actors, directors, playwrights, vocalists, and instrumentalists who had their roots and early training in Rochester have left to make their names in national and international circles. Following is a review of Rochester's many sources for the enjoyment of culture and the advancement of learning:

LIBRARIES

Free public libraries are an American heritage, and the Rochester area is rich in these fundamental and accessible fonts of learning and enjoyment. Here is the picture:

Area public, research, and school library systems interconnect in a model five-county regional library network, the Rochester Area Resource Exchange (RARE), and through this remarkable organization, a wide range of materials held by many different kinds of libraries is made accessible to the general public.

The Monroe County Library system and the 36 public libraries in the city, towns, and villages form a federation whose members extend both direct and interlibrary loan privileges to all

residents of the county. The Rundel Memorial Building, constructed in the 1930s as the first structure in Rochester's long-dreamed-of Civic Center, situated at 115 South Ave. downtown, houses the county-supported central library of the Rochester Public Library, which has holdings of more than one million items. Its extensive information and subject collections supplement local library holdings.

In addition, the Rochester Regional Research Library Council joins the area's college, university, medical, special, and corporate libraries into a consortium that is linked with the public-library system for interlibrary loan and resource-sharing purposes. Similarly, school-library systems in the Rochester City School District and the two county Boards of Cooperative Educational Services (BOCES) districts bring area school libraries together for interlibrary loan and resource sharing and link those libraries with both the public- and research-library systems.

This library system may be unique in the nation. In addition to its own network of services and resources, it is further connected with other state and national library networks and is exceptionally well equipped to meet the library and information needs of the general public, businesses and the corporate sector of the community, researchers, scholars, and students.

The Rochester Public Library system itself operates 12 branches, one of which is the Alonso (Spanish) library. Its audiovisual department is extremely useful and popular. Annually, approximately five million items are checked out of the Central Library, which, with its branches, offers many exhibitions and displays, as well as regular screenings of films. Throughout the summer vacation period, children's films are shown every day in at least one branch.

A broad spectrum of Rochester-area people uses the Central Library. The curious and scholarly find its local history division extremely helpful. The Central Library and its branches in any given year may receive as many as 250,000 inquiries for general information. About half of these are received by telephone, the rest by letter or in person.

The Rundel Memorial Building is headquarters of the Friends of the Rochester Public Library, a group of volunteer citizens that sponsors book reviews by local experts and annually honors local authors who have been published within the past year.

The University of Rochester has its own Friends of the University of Rochester Libraries, which includes 12 libraries. In 1983 the Friends published the latest book by nonagenarian Rochester newspaperman, novelist, and historian Henry W. Clune, *I Always Liked It Here: Reminiscences of a*

Above left: Nightfall at the sleek, modern Strasenburgh Planetarium

Opposite: George Eastman's East Avenue mansion now houses the famous International Museum of Photography

Left: Banners wave and beer flows at Oktoberfest

Rochesterian.

No matter where one lives in the metropolitan area, he or she will find a public library close at hand. Following is a list of such facilities in area towns and villages:

The Town of Chili Public Library
The Village of East Rochester Public Library
The Town of Gates Public Library
The Town of Greece Public Library and three branches
The Town of Henrietta Public Library
The Ibero-American League Library in Rochester
East and West branches of the Town of Irondequoit Library
The Town of Penfield Public Library
The Town of Pittsford Community Library
The Village of Scottsville Free Library
The Town of Webster Public Library
The Town of Brighton Memorial Library
The Seymour Library in Brockport
The Town of Riga Free Library in Churchville
The Caledonia Library in the Village of Caledonia
The Mumford Library in the Village of Mumford
The Fairport Public Library in Fairport
The Mendon Public Library in Honeoye Falls
The Lima Public Library in Lima
The Town of Rush Public Library
The Victor Free Library in Victor

Above: The Bucket Dance Theatre, recognized nationally for its blend of modern dance and black culture

Opposite page, top: Live noontime theater downtown

The Avon Free Library in Avon
The Livingston County Library System, headquartered in Avon
The Town of Bergen Library

The area also has many fine book departments in major stores, in book and stationery stores, in specialty stores that carry both hardcover and paperback books, and in numerous used-book stores where treasures may be found by scholars and collectors alike.

THE PERFORMING ARTS

Live theater found a foothold in Rochester in the 1850s, despite vigorous and articulate opposition from the clergy, which believed the stage to be a sinful place. Since then it has flourished, virtually every great name in the theater, and in music, having performed for Rochesterians eager for the best. Long gone under the wreckers' hammers are such noble old houses as the Corinthian, where Jenny Lind sang, the Baker, the Lyceum, the Temple, and Cook's Opera House, but they have been replaced by the Eastman and Auditorium theaters, the Community War Memorial, the Dome Arena, and the Nazareth College Center for the Performing Arts.

All of these provide settings for professional musicians and organizations and for dramatic, operatic, musical, and dance performances. Two well-run and superbly directed groups also add spice to the theatrical menu for hundreds of area residents. These are the amateur Community Players of Rochester, who run their own playhouse on Clinton Avenue South and who have nurtured several nationally known performers, and the GeVa Theatre, a resident professional theater company. The GeVa is headquartered in the former Rochester Business Institute building on Clinton Avenue South and is expected to move soon to the onetime Convention Hall and former Naval Reserve Armory building.

Another pride of Rochester is the Bucket Dance Theatre. Under the artistic direction of Garth Fagan, the company is recognized nationally for its unique blend of modern dance and Black culture. While the Bucket normally opens its season in the Rochester area, it has many engagements nationally and abroad.

Anna Kisselgoff of the New York *Times* characterized the Bucket as "brilliant and spellbinding" and said, "These dancers perform with a commitment most companies seem to have lost forever. . . . (they) have a remarkable performing presence . . . all are part of one of the most disciplined troupes in dance today."

Adding immeasurably to the area's quality of life are the Rochester Philharmonic Orchestra, one of the 20 major symphony orchestras in the nation, and the Opera Theatre of Rochester. The splendid, widely known Eastman Theatre is the setting for most of their performances, although the Rochester Philharmonic tours nationally, performs in schools and ball

parks in the area, and in 1983 opened its own summer home for performances at the Community College of the Finger Lakes in Canandaigua.

The Eastman Theatre, operated by the University of Rochester, is part of a downtown complex that includes the Eastman School of Music, the Eastman Music Library, and Kilbourn Hall, an ideal place for student recitals, chamber-music concerts, and other intimate musical occasions.

In addition, the matchless atrium of the Rochester City Hall, an architectural gem listed in the National Register of Historic Places, is adaptable for concerts, dramatic performances, and arts-and-crafts exhibitions. Named for the distinguished composer and first director of the Eastman School of Music, Howard Hanson Plaza in downtown Manhattan Square Park is ideal for outdoor performances in good weather.

GALLERIES AND MUSEUMS

Rochester offers many ideal outlets for fulfillment for lovers of the visual arts, students of antiquity, and all who are fascinated with the world around them and the worlds beyond. These include:

The Memorial Art Gallery of the University of Rochester

This unusual museum of art serves also as Rochester's art center. Its wide-ranging permanent collection covers 50 centuries of world art from ancient Egypt to contemporary America, a collection frequently supplemented by exhibitions on temporary loan. The gallery also offers courses in art to

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people of all ages and sponsors annual outdoor exhibitions by area and regional artists.

The International Museum of Photography at George Eastman House
Housed in the 50-room East Avenue mansion that George Eastman built for his own residence, the museum contains the world's most important collection of photographs, motion pictures, and photographic equipment. Once the official residence of presidents of the University of Rochester, Eastman House and its vast collections now are magnets for students, lovers, and practitioners of the photographic art from all over the world. The Dryden Theatre, adjacent to the Eastman House and operated by the museum, shows classic motion pictures the year around and is open to the public.

The Rochester Museum and Science Center
This unusual and fascinating complex includes a handsome central building erected in 1940 through the beneficence of industrialist-scientist Edward Bausch; the Strasenburgh Planetarium, gift to the city of Mr. and Mrs. Edward Strasenburgh; the Gannett School of Science and Man, gift of Caroline Werner Gannett; and the Cumming Nature Center, gift of Howard Cumming.

The museum's central building on East Avenue contains more than a million objects of regional history, anthropology, technology, and natural science, along with one of the world's largest collections of Iroquois Indian artifacts. The museum's numerous offerings include displays of American Indian life; life-sized rooms and shops showing how America lived and worked in the decades from 1780 to 1890; and exhibitions of plant, bird, and animal life, as well as the sciences of optics and geology.

A notable part of the Museum and Science Center, the *Strasenburgh Planetarium* can boast several distinctions: It enjoys the largest per capita attendance of any planetarium in the nation; it was the world's first computerized planetarium; it has more projectors and a larger production staff than any other facility of its kind; it is the largest marketer of original planetarium shows to similar institutions the world over. Less material but equally significant, it stimulates the imagination, gives substance to fantasy, and, in every exhibition and show, excites ideas and speculation about outer space and unknown worlds.

The Margaret Woodbury Strong Museum
This welcome addition to Rochester's cultural cupboard was opened in 1983 with much fanfare and immediately became a magnet drawing thousands of interested and curious visitors from this continent and abroad.

The gift of Margaret Woodbury Strong, this museum of cultural history and popular taste of the period of 1820 to 1930 houses beautiful collections of nineteenth-century glassware, silver, furniture, and Oriental imports and the world's largest collection of dolls, dollhouses, toys, and miniatures.

The Genesee Country Village and Museum
This dramatically authentic complex in nearby Mumford was a gift to the community from brewery executive John L. Wehle. It has added a new dimension to the Rochester area's appreciation of its own history and, in sesquicentennial year, holds a special significance for the many who delight in the past and appreciate its contribution to the present.

A nonprofit organization, the Genesee Country Village and Museum has become increasingly popular as a tourist attraction. All of its representative nineteenth-century village and farm structures have been moved from their original sites in a single unified display. They include a tavern, a print shop, a country store, a blacksmith shop, a tinsmith shop, a one-time Rochester seminary building, and the birthplace of George Eastman, among many other attractions.

Of Regional Historical Significance
The past is also made present in several other Rochester structures:

- *The Stone-Tolan House* on East Avenue, the oldest structure in Monroe County, was once an inn visited by General Lafayette and many other notables.
- *Woodside*, headquarters of the very active Rochester Historical Society, is an authentic example of Greek Revival architecture situated on East Avenue near downtown Rochester. This handsome building houses an extensive reference library of area-related material and a large collection of paintings and memorabilia associated with Rochester and the western New York region.
- *The Campbell-Whittlesey House* in the very heart of oldest Rochester, like Woodside, is a classic example of Greek Revival architecture. Listed in the U.S. Department of the Interior American Building Survey, it is authentically furnished in early Erie Canal style, reflecting the time when the city was a village called Rochesterville. The house itself is surrounded by a garden of herbs, shrubs, and trees of the kind that grew in the city in the 1830s, adding considerably to its authenticity as an attractive period piece. This section of the city, happily, is being refurbished and rehabilitated by people with vision who appreciate Rochester's historical heritage.

In addition, the city itself is home to a number of private, commercial galleries, which display chiefly modern art.

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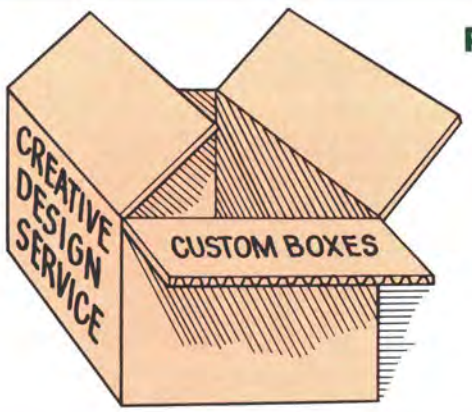

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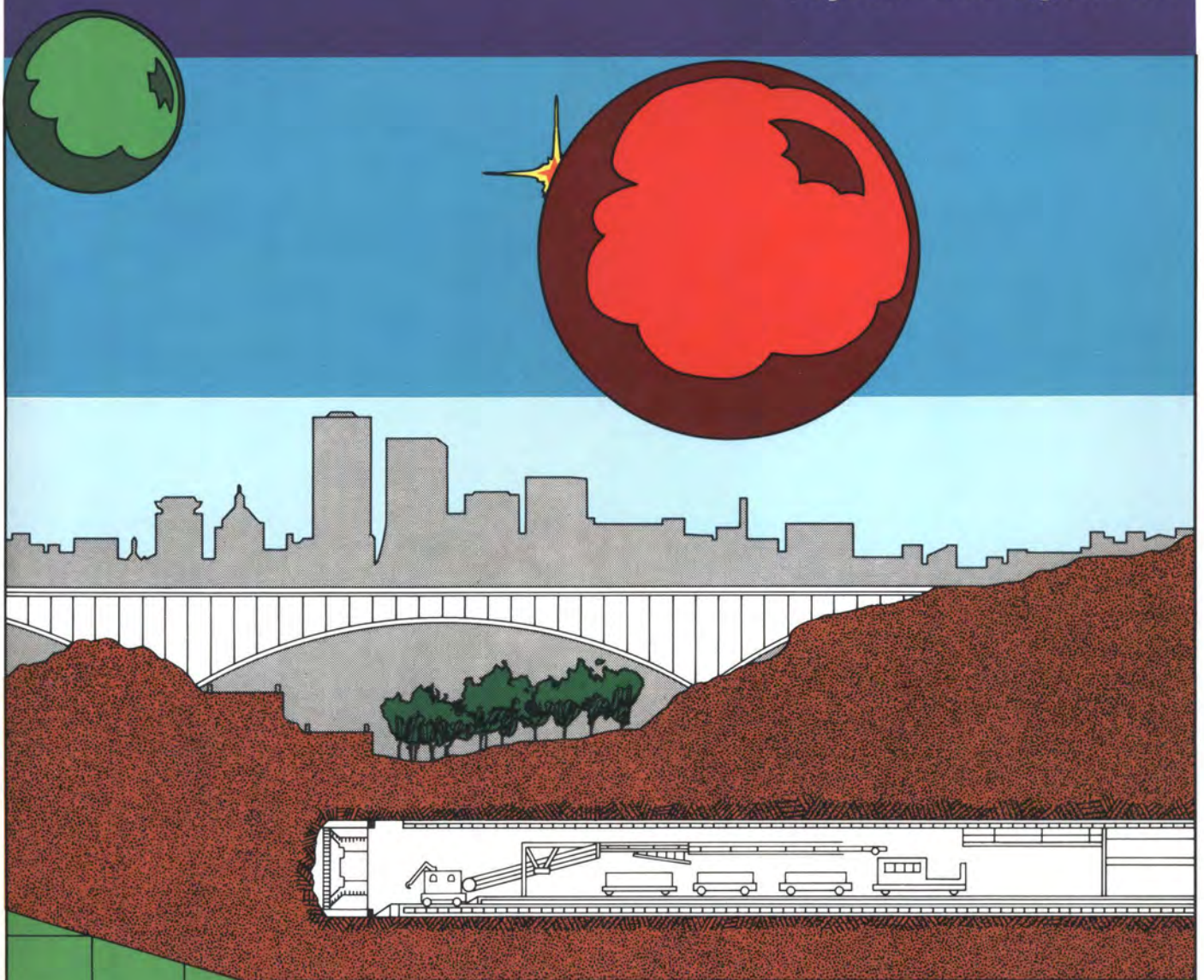

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